THE THIRD ANNUAL COLLECTION OF

50c CHEAP

FOLLIES

AND OTHER ACTS OF IDIOCY FROM PAST ISSUES

THIS MOVIE IS A BOMB!

HELP STAMP OUT "HELP STAMP OUT" CAUSES!

THE FOOD IN THIS PLACE STINKS!

FOR BEING SUCH A
HOG
AND USING UP

BREAK UP THE METS! THIS SPACE
RESERVED
FOR
Making-Out

POSTMAN:

NO ONE NAMED "OCCUPANT" LIVES HERE!

PLEASE RETURN
ALL MAIL SO MARKE
TO SENDER!

OUT OF ORDER!

I JUST LOST
MY MONEY!

SAVE YOURS!

FEATURING A SPECIAL FULL-COLOR, FOLD-OUT BONUS

MAD MISCHIEF STICKERS

PRE-GLUED AND PERFORATED FOR IMMEDIATE USE, MISUSE AND ABUSE

Aviz can't afford dirty plugs!



But we can afford sneaky plugs—like these ads! Ever notice how we cry the blues and tell how hard we try and make like the underdog?

We got a clever reason for doing this!

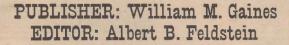
It's an old American tradition to root for the underdog. We figure you'll feel sorry for us, and give us your rent a car business.

That way, we might get to be No. 1! Then we can afford to be independent and rent unwashed cars with cigarette butts in the ash trays, and worn wipers, and dry batteries...and if you complain, we can afford to say, "Nuts to you, Buddy!"

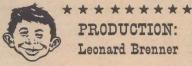
Right now...it hertz to be No. 2!



ALSO BLUNDERS, BOMBS AND OTHER



ART DIRECTOR: John Putnam



PRODUCTION:

Leonard Brenner



EDITORIAL ASSOCIATES:

Jerry DeFuccio, Nick Meglin



CONTRIBUTING ARTISTS AND WRITERS: The Usual Gang of Idiots

DON'T LOOK NOW-SOMEBODY'S PICKING YOUR POCKET!

A Collection of MAD FOLLIES 3rd Annual Edition. Published by E. C. Publications, Inc., 850 Third Avenue, New York City, 10022, N. Y. Entire contents copyrighted 1959, 1960, 1963 and 1965 by E. C. Publications, Inc. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without a satiric purpose to a living person is a coincidence.

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WHAT MORTALS THESE FOOLS BE DEPT.

The characters in the comic strips do things that their real-life counterparts can only dream of doing. That's why we enjoy them so much. Through them, we can escape into a far more exciting and interesting world than the mundane one we live in. So even though they act completely unbelievable, we accept comic characters as if they were real living people. Which is why we feel it'd be such a shock . . .

COMIC STRIP CHARACTERS BEHAVED LIKE ORDINARY PEOPLE



ARTIST: WALLACE WOOD

WRITER: AL JAFFEE

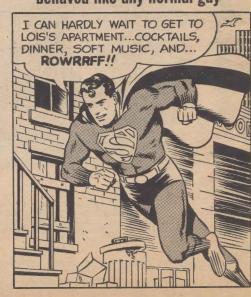
If PEANUTS behaved like real-life children



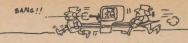
If DICK TRACY behaved like an ordinary cop



If SUPERMAN behaved like any normal guy

























If POGO characters behaved like real animals







If MANDRAKE THE MAGICIAN had true-to-life talents









If B.C. characters acted like real cavemen









GINOLAL PARTICIPATION OF THE P





If BRINGING UP FATHER was about a real couple









If DENNIS THE MENACE had parents with normal patience



Enough is enough!!

PATENT PANNING DEPT.

Because progress brings change, and changes are always supposed to be for the better, Man sometimes forgets to look back to see exactly how far he has progressed, and from where. Which is exactly what this article is all about. And so here we go with . . .

MAD'S REPORT

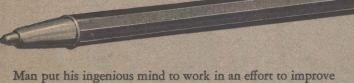
HARDT FAGIN USA

MONGREL

482



Here is a typical old-fashioned wood pencil. It wasn't very versatile, and could only be depended on to write and erase.



the pencil, and today we have the miracle known as "liquid

lead." Unlike its predecessor, this versatile "liquid lead" pencil not only writes, it skips, leaks, jams and runs dry.



Old alarm clock was ugly, had to be wound, ticked loudly, rang harshly. Blasted awake, sleeper did not feel rested.



Modern electric clock-radio is sleek and trim. No ticking bothers sleeper. When it's time to get up, gentle soothing music plays. Sleeper wakes up rested, mainly because that soothing music puts him back to sleep for an extra 7 hours.



Old portable radios were heavy and bulky, could only boast of fine tone and rugged, complicated hand-wired circuits.



Modern tiny transistor portable radio slips into a shirt pocket easily. Also slips out easily, especially when you bend over. But printed circuits are a breeze to repair. You merely replace whole insides. This costs more than a brand new radio. One-inch hi-fi speaker has unusual tone. Tinny.



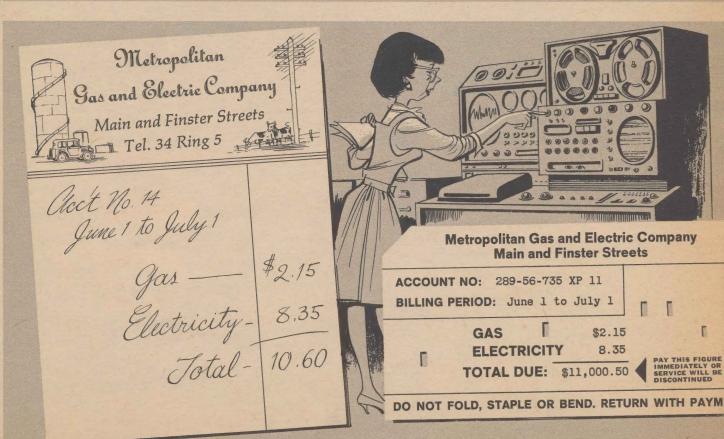
ARTIST: BOB CLARKE WRITER: DICK DE BARTOLO

ON PROGRESS



Electric fan of yesterday, even though electrified, could only circulate "hot" air, and gave no relief to hay fever.

The modern air conditioner actually "cools" hot air, then circulates it. In addition, it also dehumidifies and even filters the air. It stops hay fever . . . starts pneumonia.

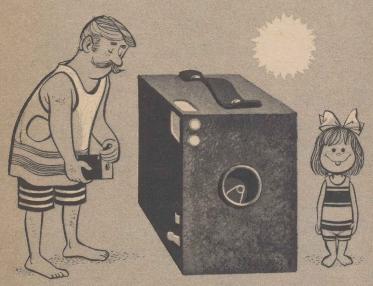


In days gone by, monthly bills and statements were figured mentally and written by hand. Petty errors were often made. Modern billing machines electronically calculate and print monthly statements. Petty errors have been eliminated. Now major errors are made—usually running into the thousands.



Old fashioned manually-operated typewriter was awkward in use-held down speed of even the most experienced typists.





Old style box camera offered few advantages such as focus, shutter speed and lens settings. It merely took pictures.



Modern camera offers many advantages. Amateur photo bugs can now ruin pictures with over 400 wrong settings, and professionals can discover many additional wrong settings.



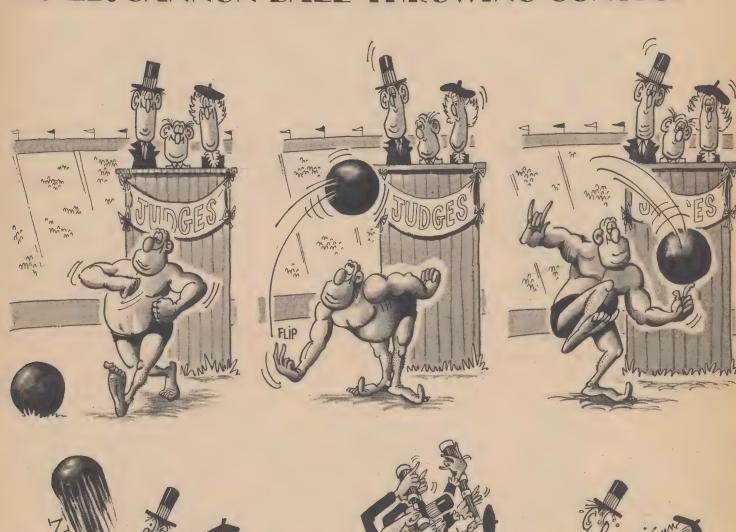
Old fashioned printing press could only reproduce one page at a time. Many famous works were printed on such presses.



Modern-day printing press turns out thousands of pages per second. Printing methods have progressed a long way—but we seem to be moving ever backward in the *things* we print.

THE GRAND NATIONAL

50 LB. CANNON BALL-THROWING CONTEST









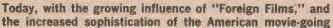


MEANWHILE, BACK AT THE RAUNCHY-DEPT.

In the old "Juvenile Western" movies, the hero was always handsome, clean-living, and 100% good! He usually packed a gun—and a guitar! With the gun, he shot villains—and with the guitar, he serenaded his one love . . . his horse!

Then came the "Adult Western" movies. The hero was still handsome—but he was only 95% good! The 5% bad resulted from an unhappy childhood. He packed a gun, but no guitar! Guitar music gave him migraines! His mother had played one!

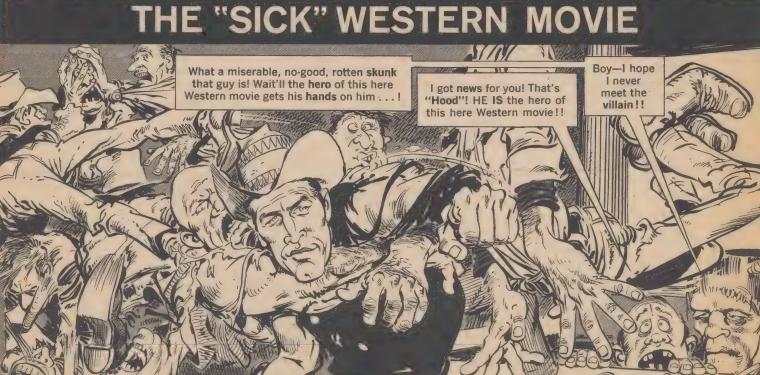






public, a new kind of "Western" movie has burst upon the scene. The first example of this new trend is called . . .







NUDISTI CAMPINITION OF THE STATE OF THE STAT

Hood, our cattle have Foot and Mouth Disease! We got orders from the Government to kill 'em all, so we've rounded 'em up in this big pit, and now we gotta shoot 'em! Ready ...?

No! No! Wait! We cain't shoot 'em! It'd be a waste— a terrible waste!



By George, there's hope for you yet, Hood! So you cain't bring yourself t' shoot them critters 'cause it'd be a terrible waste of good prime STOCK!? No! I cain't bring myself to shoot them critters 'cause it'd be a terrible waste of a good opportunity! As long as we got 'em in this pit here ... LE'S BURY 'EM ALIVE!!



I'm leavin' here, Hood! I cain't bear spendin' another day under the same roof with a heel like you! Tha's okay with me, Elmer! I'll be durned if I'll put on another roof jus' so you'll



I'm leavin' here, Hood! Mainly . . . I'm . . . dyin'. . . That's okay with me, Paw! Don't let me rush you!



I'm leavin here, Hood! I won't let you ruin me, too! There mus' be some other way of livin' —a decent way! That's okay with me, Len! An' if you find it, do me a favor! Don't tell me!!



Well, folks! Elmer's gone, an' Paw's gone, and Len's gone . . . an' I'm all alone! I hope you get the moral of this here "Sick" Western!



Mainly, now that I got the ranch, an' I jus' struck oil, an' I'll have all the money an' beautiful women an' booze I want, do you think it'll make me happy?



YOU'RE DARN RIGHT IT WILL!!

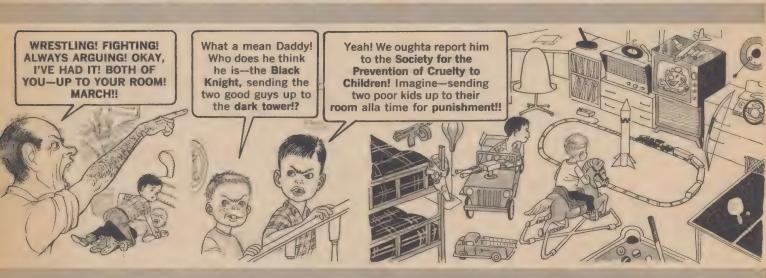


BERG'S-EYE VIEW DEPT.

The relationship between Parents and their Little Kids can be summed up in one word: Aggravation! Yessiree, Parents sure give their Little Kids plenty of aggravation! You'll see exactly what we mean in this article by Dave Berg . . . who gave his Little Kids plenty of aggravation while researching:

THE LIGHTER SIDE OF









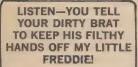






PARENTS

WRITER & ARTIST: DAVID BERG



MY STEVIE A 'DIRTY BRAT'!? WHY YOU PIG! YOU CAN FORGET ABOUT THE BRIDGE GAME TONIGHT!

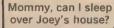


I'VE GOT NEWS FOR YOU, BIG MOUTH! YOU CAN FORGET ABOUT ANY BRIDGE GAME ANY NIGHT! DON'T EVER SPEAK TO ME AGAIN!



THAT SUITS ME FINE!!







It's okay with me if it's okay with Joey's mother!



It's

okay

with

mv

All right! In that case, we'd better pack a bag for you, Douglas!



Mom, can Douglas sleep over our house? His mother says it's okay with her!!



All right, kids! You've been watching television all day! Now there's a program I want to see!!





Just one big fat minute!
This is MY house—and
MY television set—and
I pay the electric bills!
We might as well get it
settled once and for all
who's running this house!





Just wait till your father comes home and I tell him what you've done! Boy, is he gonna give you a licking!



Ain't Naahh! I know how to you handle them! All I scared? have to do is get to my Daddy firstbefore he comes into the house!



Daddy! Daddy! I've got the bestest Daddy in the whole world! All the other kids are jealous 'cause my Daddy is better'n their Daddies!!



So you're home! Well, let me tell you about this brat of yours-

Brat!? My Billy a brat!? Why I've got the bestest kid in the whole world! All the other Daddies are jealous 'cause my kid is better'n their kids!





You don't appreciate what a good mother I am! Look at this beautiful spotless house I've given you! And this lovely room you've got!



No! No! Don't touch those toys! I've just spent an hour straightening them up!



No! No! You can't play in the den! I've just had the floor waxed!



C'mon, Stu! Let's go over to Mark's house! His mom don't care what kind of a mess we make! She's a terrible mother!!



Oh, Jerry, I'm so glad you're home! I've had such a terrible day with Randi. It seems that she lost a tooth yesterday, and we forgot to put money from "The Good Fairy" under her pillow. Well, I tell you, there's been such crying and carrying-on all day long-



The poor kid! Let's make it up to her! Get me some of that gold glitter paint your cub scout den was using-and one of her dolls ...



See—with the gold paint on the doll's shoes, I'm making fairy footprints from the window to Randi's bed . .



But Elaine! It's the middle of the second act! Will you calm down! The baby is all right!

I just know something is wrong! It's a mother's heart telling me!! I'm going to call the baby sitter-











SOME HINTS THE MAD HINTS COMING

CHRISTMAS SHOPPING To prepare yourself physically for shopping during the Christmas Season, follow this practical training course:



Gather 20 friends . . . Come to think of it, in this case enemies would be better! . . . in one room in your home.



Next, empty everything but one shirt from closet. Put price tag of \$12.00 on shirt, then mark it down to \$1.98.



At the count of 3, try to beat your 20 friends to the one shirt. Repeat until you've mastered this technique.

MAILING LINES It's bad enough buying gifts, but mailing them is worse. Here's MAD's method of licking the Post Office problem:



Buy cheap—(The cheaper the better!)—alarm clock. Wrap and label all gifts that have to be mailed . . . plus clock.



With wrapped alarm clock ticking loudly, stand on a line at the Post Office. Act suspicious, nervous and fidgety.



You'll be first on line in no time—unless, that is, you live in an area where practically everyone reads MAD.

Since so many people wait till the last minute to do their shopping and other Christmas chores, MAD now comes to their rescue by offering . . .

ARTIST: BOB CLARKE WRITER: DICK DE BARTOLO

MASSEASON

"WHAT TO BUY WHO" QUESTIONNAIRE Make separate copy for each person you must shop for.

Answer each question carefully. Save time and money.

WHAT IS THE NAME OF THE BELOVED PERSON I AM GIVING THIS GIFT TO?	THIS PERSON IS A LITTLE PUSHY, ISN'T SHE (HE)?
ABOUT HOW MUCH CAN I AFFORD TO SPEND ON THIS PERSON?	JUST WHO THE HELL DOES THIS PERSON THINK SHE (HE) IS???
WHAT ARE THIS PERSON'S LIKES?	I SHOULD SPEND MY HARD-EARNED MONEY ON A FINK?
DISLIKES?	WHAT AM I, CRAZY???
AM I SURE THIS PERSON IS REALLY WORTH IT?	HAVE I SEEN THE LIGHT OF DAY JUST IN TIME?
HASN'T THIS PERSON DISPLAYED SOME DISAGREEABLE TRAITS DURING THE PAST YEAR?	WHAT SHOULD I BUY MYSELF ON THE MONEY I WAS PLANNING TO SPEND ON THIS FINK'S GIFT?

SPECIAL CHRISTMAS SHOPPING BADGES

A collection of useful badges to avoid unpleasant physical contact during the Christmas shopping rush:

GOT THE ANSWERS
INFORMATION

Paste this badge on stiff cardboard, cut it out, and pin it to your lapel. Enter any crowded Department Store, decide which floor you want to shop on, and direct people to floors other than the one you've chosen. Then you shop in uncrowded, leisurely fashion.

NIGHT WATCHMAN

No. 7957352

Use this badge to shop after 9 PM and before 8 AM. Be prepared to save lots of money as no sales help is usually present at this time. Be prepared to save even more money as real watchman is usually present at this time, and prison inmates don't exchange gifts.



If the 2 foregoing procedures do not appeal to you for various reasons... like you're too chicken to use them, try this badge. It establishes you as a "Kook"! People will be afraid to question you as you push through the crowds and walk to the front of lines.

(1) Ornaments: One must be careful in choosing ornaments. Glass and plastic ornaments will break and litter floor with dangerous pieces. Don't use them. Foil ornaments are too light and fragile, so leave them off the tree, too.

(2) Lights: You will want your tree to be a blaze of glory, but you cannot use candles. They are a fire hazard. And since electric lights short out easily, better not use those either.

(3) Trimmings: Tinsel, angel hair, etc. tend to fall off tree making it hard on bare feet come Christmas morning. Avoid using these items at all costs.

(4) The Tree: A tall tree means climbing a ladder to decorate, with chance of a nasty fall. Small trees are fire hazards, so prune back branches well. And keep a fire extinguisher nearby.





THE CHRISTMAS CARD PROBLEM

Every year, we receive hundreds of Christmas cards, mostly from people we neglected to send cards to ourselves. With this simple MAD "3-piece Label Set," the problem is solved.





Isn't that a coincidence! We both picked the same Christmas card!

Using special "MAD 3-piece Label Set,"

you can drop same card back in the mail:

Here is typical card received from someone you neglected to send one to:

Mary and John Anybody 2349 Pleasant Street Nausea, New York



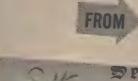
and Mrs. Arnold Finster Mr. and Mrs. Arnold 67 Cheapskate Drive Skeptic, Penna.



wrashi s Greetings

The Anybodys





Mary and John Anybody 2349 Pleasant Street

Nausea, New York

Mr. and Mrs. Arnold Finster 67 Cheapskate Drive Skeptic, Penna.





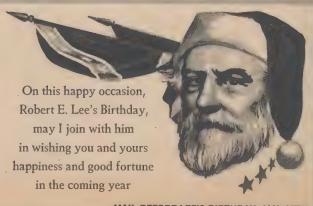
SPECIAL "AFTER CHRISTMAS CARDS"

There are several notes or cards to be sent out after Christmas. MAD takes most of the work out of writing them with this selection of "After Christmas Cards":

"Thank You Card" for Christmas Gift you really hated but helps you avoid lying about how much you loved the thing:

Thanks for the gift. I just loved the way it was wrapped. Your selection Christmas paper was in perfect taste. and the pretty ribbons and colorful Christmas seals made it a bright package indeed. I especially loved that little tag which said "To "and "From". Thanks again. Sincerely,

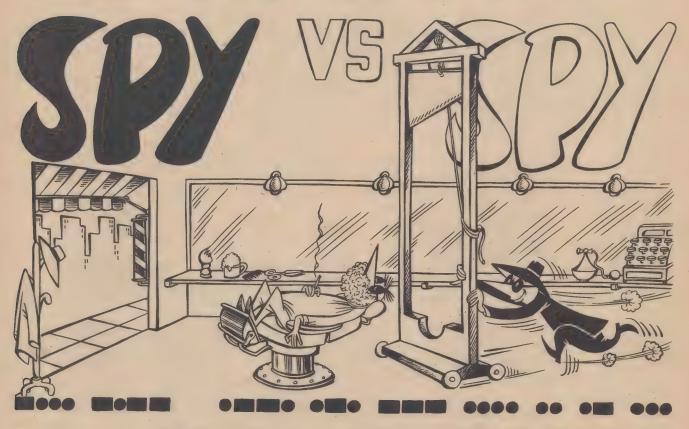
"Belated Card" for people who send cards too late to be returned, and too late to even send back New Year Card:



MAIL BEFORE LEE'S BIRTHDAY, JAN. 17TH

JOKE AND DAGGER DEPT. PART I

Antonio Prohias, who was forced to flee Cuba because he refused to become a "Castro Convertible", brings us another MAD installment of that friendly rivalry between the man in black and the man in white—better known as . . .







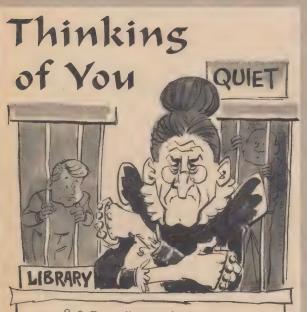




ADD VERSE AND CONSENT DEPT.

There's one area that the "New Frontier" hasn't attempted to change, mainly all those dull notices we get whenever the Government has something to tell us. In other words, if Federal, State and Local Governments are supposed to be friendly, then why not make their letters friendly? Just think how much more appealing all those stuffy notices and announcements would be if they were pepped up into these

GOVERNME



At. 2 a.m. we'll come for you
And maybe break your... arm...in two,
And if you still won't come across,
We've other ways to show who's boss,
Like giving you the third degree,
Or seizing all your property;
To save your skin, there's just one way—
Return our. "Mother Goose"... today!

PUBLIC LIBRARY

You're Getting Out!



We're happy to be telling you

Some new facts have arisen,

Which means that you won't have to do

Your last.five.wears.in prison;

Instead of keeping you confined And having to support you— We'll set you free, because we find It's cheaper to deport you!

U.S. JUSTICE DEPT.

HAPPY VACATION



You'll love the sights in Arkansas, The mountains of Montana; You'll love the wild Mardi Gras In old Louisiana;

You'll want to try your fishing skills In sunny Minnesota, Then see Mt. Rushmore in the hills

Of nearby South Dakota; In other words, you'd better plan

A U.S.A. vacation;
Because we've just refused, old man,
Your passport application!

U.S. STATE DEPT.



TIMBER!

AIT GREETING CARDS

ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

Thanks Loads!

Yes, thank you for your tax return;
It really was a joy to learn
That you're convinced there's so much money due you;
We really wish that we could send
A check that you could cash and spend;
Instead, we send this merry greeting to you:



On.....April 10th...you will report
Before Judge. Schwartz in. District. Court;
At.3. p.m...; you'll be the sole defendant;
The prison term that you will draw
Will show you it's against the law
To claim.a. basset hound, as a dependent!

BUREAU OF INTERNAL REVENUE

To My Favorite Nephew

Because you're such a splendid lad, Your Uncle is immensely glad To offer you this heartfelt invitation— I'm very sure that you'll enjoy To hear that you are getting, boy, A two-year, all-expenses-paid vacation!

I know it's one that you'll adore;
It beats a trip to Singapore,
To London, Paris, Cairo or Miami;
At...8..a.m.a..Max...lat..we'll meet
At...102...South...14th...Street;
Please be on time; you're drafted!—

UNCLE SAMMY





STATE MOTOR VEHICLE DEPT.

Surprise!

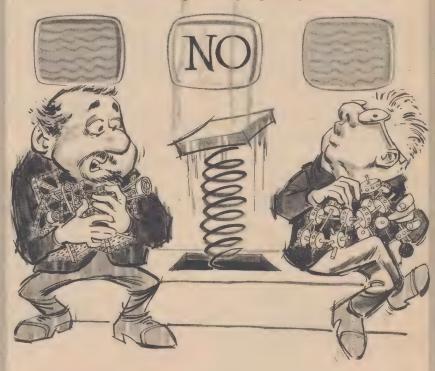


Your Uncle Sam is building you An eight-lane highway, nice and new; You'll find the road is quite nearby The property you occupy; Your home, in fact, is in the way; (we just condemned it yesterday) You'd better move, and plenty fast, 'Cause in two days we start to blast!

> **FEDERAL HIGHWAY COMMISSION**



In Deepest Sympathy



We've patented the railway train, The telephone, the monoplane, The steamboat and the nuclear reactor: We've patented the motor car, The phonograph, the Mason jar, The bobby pin, the doorbell. and the tractor:

We've patented most everything From paper clips and balls of string To radar screens that keep our land protected; But now, alas, we're most distressed To have to turn down your request: Your claim to patent .breathing ... is rejected!

U.S. PATENT OFFICE



On. April 12th please come on down To Washington, D.C. Where monuments of great renown Proclaim their majesty; It pains us that you must ignore These highlights of our city; 'Cause, chum, you're being hauled before A Senate sub-committee!

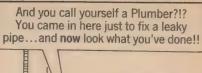
U.S. CONGRESS

MORNING BATHROOM







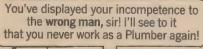






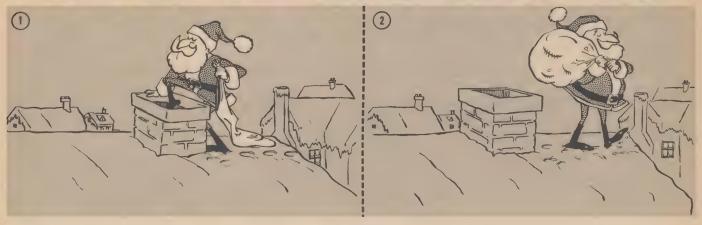


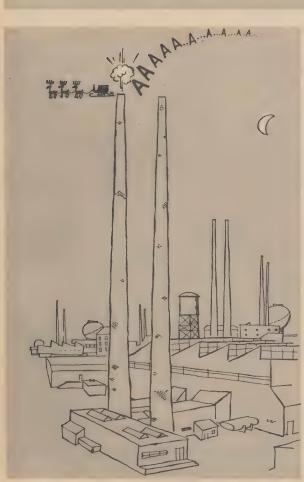




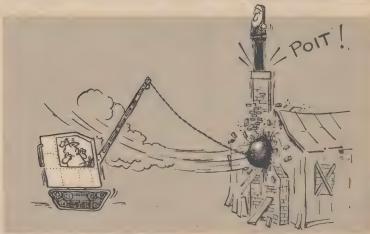


A MAD LOOK AT



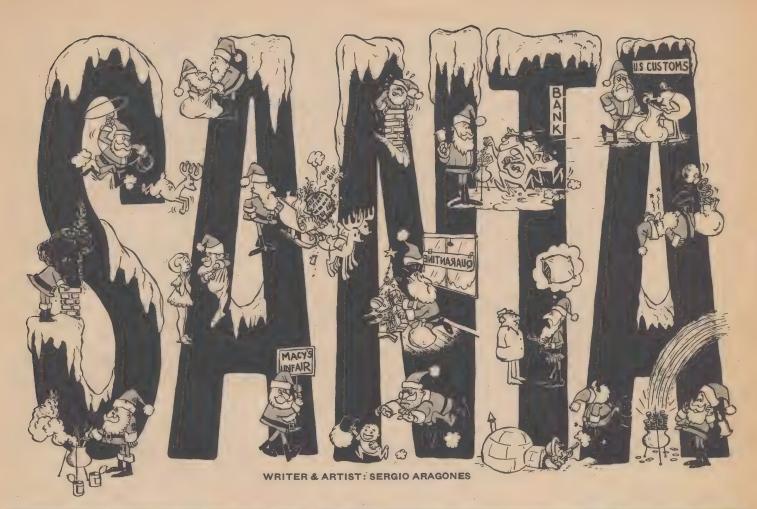


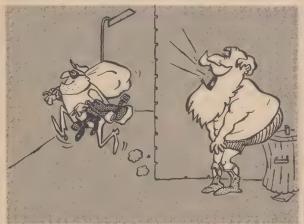


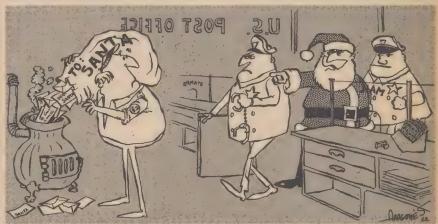




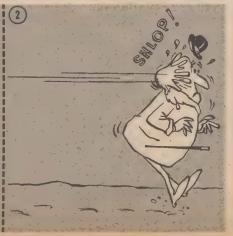












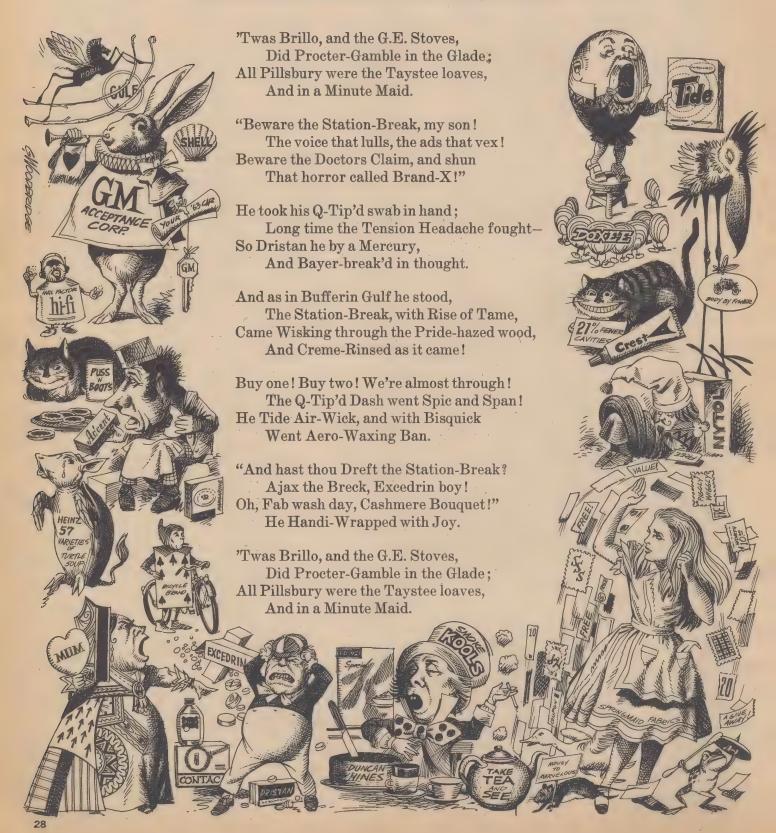


Jabber-Whacky

ON DREAMING, AFTER FALLING ASLEEP WATCHING TV

ARTIST: GEORGE WOODBRIDGE

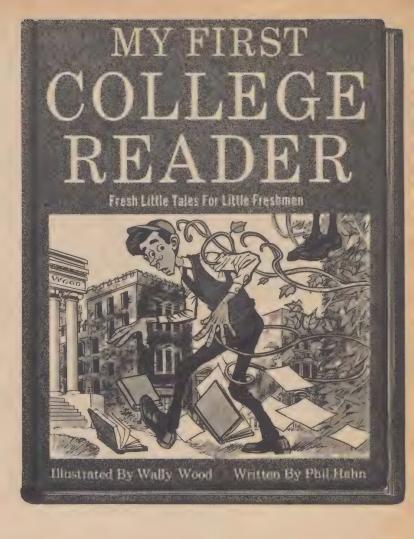
WRITER: ISABELLE DI CAPRIO

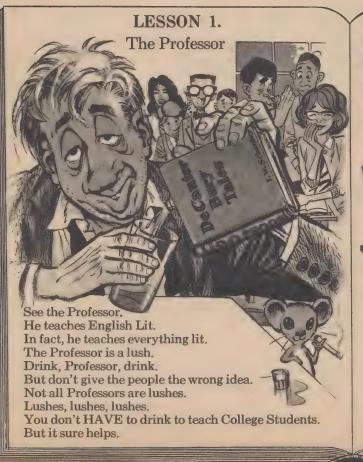


OLD FORMAT, FROSH APPROACH DEPT.

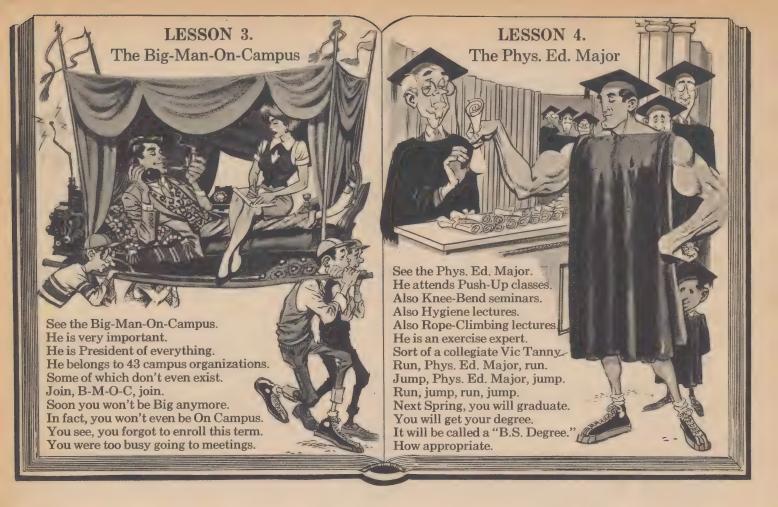
Here we go again with another primer. You all know what a Primer is. It's a simple book for the pupil who is just learning how to read. And so . . . for all those pupils who are just learning how to read, and are also graduating from High School this Spring, here is—

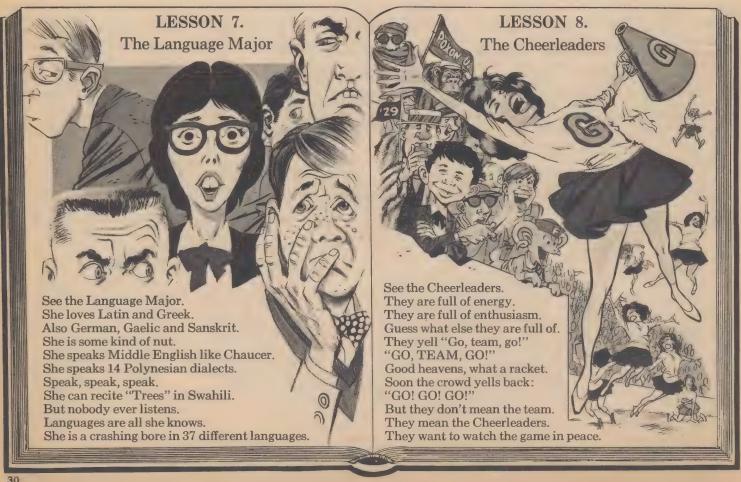
THE MAD (College Primer

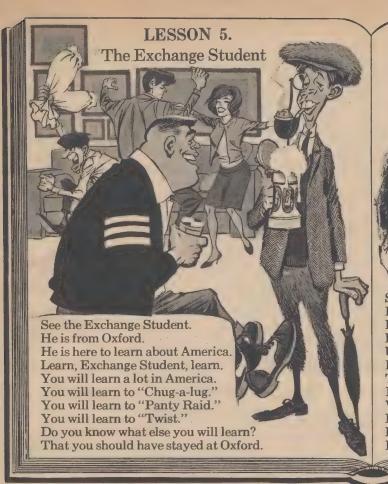


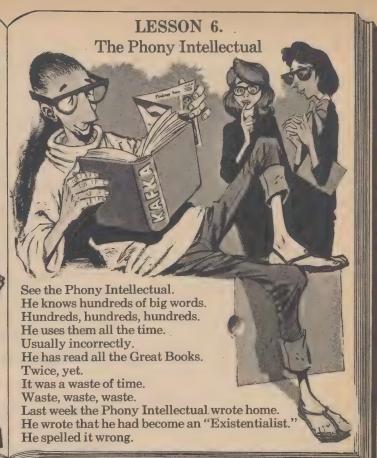


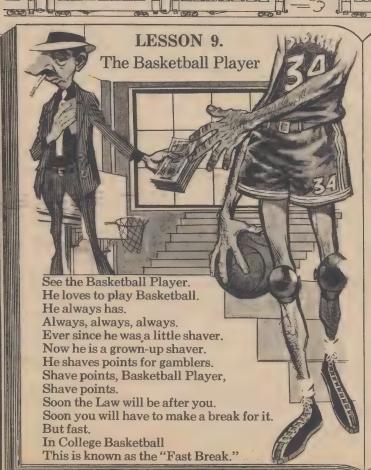


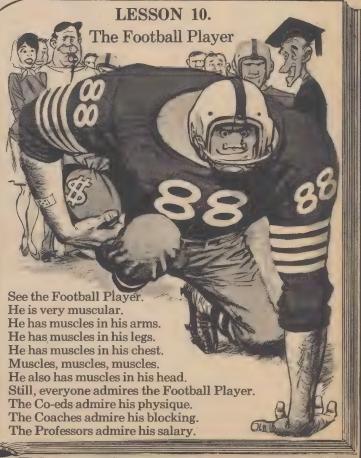














THIS JUKE BOX OWNED BY THE MAFIA



GO TO NEXT POLE

AND READ THE STICKER!

GO TO NEXT POLE

AND READ THE STICKER!

POSTMAN:

NO ONE NAMED
"OCCUPANT"
LIVES HERE!

PLEASE RETURN
ALL MAIL SO MARKED
TO SENDER!

THIS SPACE
RESERVED
FOR
Making-Out

MADE
BY
SLAVE
LABOR
IN THE
SOVIET
UNION

GO OVER
YOUR CHECK
CAREFULLY!
THE
WAITERS
HERE ARE
DISHONEST!

In Mlemory
of those who Died
waiting to see
The Doctor

NOTICE TO ALL DOGS:

This Hydrant will be closed from 10 AM to 12 Noon for repairs. Please use the nearest tree or telephone pole.

THE FIRE DEPARTMENT

OUT OF ORDER!

I JUST LOST My Money!

SAVE YOURS!

OUT OF ORDER!

I JUST LOST My Money!

SAVE YOURS!

ATTENTION, REPAIRMAN:





YOUR CUSTOMER IS WATCHING YOU!

MADE IN DETROIT

...where the "Lemons" come from!

SMILE! you're on CANDID CAMERA!



THIS PHONE BOOTH

RESERVED FOR

SUPERMAN

WEAK HEART
DON'T DRIVE WITH
THIS NUT!

THE FOOD IN THIS PLACE STINKS! THE FOOD IN THIS PLACE STINKS!

FOUND YOUR
"WILL BE BACK" SIGN
I WON'T!

THIS STICKER IS PASTED ON BACKWARDS!

SALT

IS IN THE OTHER SHAKER, IDIOT!!

PEPPER

IS IN THE OTHER SHAKER, IDIOT!!

GO TO NEXT POLE AND READ

THE STICKER!

DON'T LOOK NOW. BUT SOMEBODY'S **PICKING** YOUR

POCKET!

THIS BOMB!

CONGRATULATIONS!

YOU HAVE JUST SUCCESSFULLY

IMITATED A COCKER

SPANIEL!

THIS IS AN **POLICE CAR**

THANKS FOR BEING SUCH A

AND USING UP TWO PARKING SPACES!

WHO SITS 19 8 19

31351

THANKS FOR BEING SUCH A AND USING UP TWO PARKING SPACES!



WATCH OUT! You-Know-Who is in a BAD MOOD today

PAY TOILET

OCCUPANCY BY MORE THAN ONE PERSON IS UNLAWFUL. DANGEROUS, AND MAINLY DISGUSTING.



Boy, you look awful today! Better get a Medical Check-up!

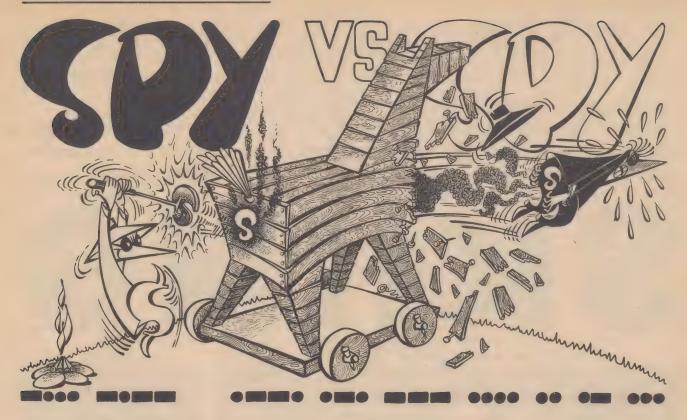
USE DISCRIMINATION

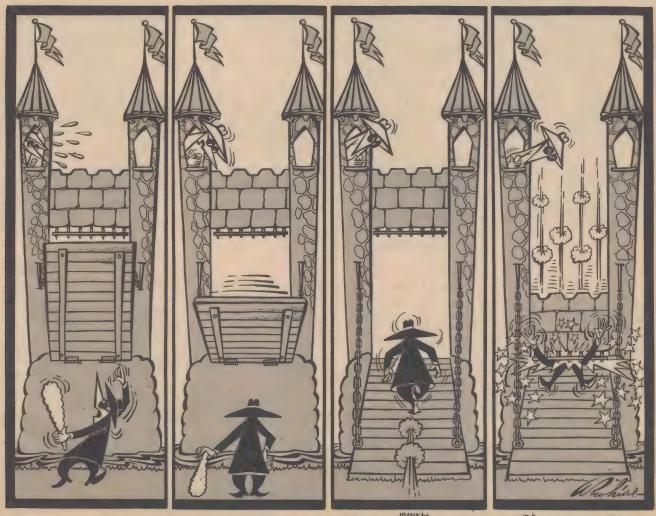
when choosing where to spend your money! THIS PLACE PRACTICES IT!

IF NOT DELIVERED IN FIVE DAYS. TRY LIKE HELL ON THE SIXTH!!



HELP STAMP OUT "HELP STAMP OUT" CAUSES!





RUNNERS-UP DEPT.

And now, MAD turns its attentions to the sport that gives both novice and expert the opportunity of spending weekends away from cares and worries, enjoying the fun and exhilaration of gliding swiftly over clean white snow beneath a bright winter sun... usually followed by spending several more weeks away from cares and worries, enjoying the pain and frustration of lying stiffly over clean white sheets beneath a bright hospital ceiling, namely

SIZE WRITER DAVID BERG

BASIC EQUIPMENT NEEDED BEFORE YOU CAN GO SKIING AND AFTER



(1) Ski Suit, (2) Ski Shoes, (3) Ski Hat, (4) Ski Goggles, (5) Ski Poles, (6) the two long wooden things called Skis



... the two long wooden things called "Crutches."

Beginners quickly discover that the hardest thing about Skiing is the ground . . . when you come right down to it.



But the beginner needn't worry about losing enthusiasm for the sport . . . because nothing really spoils on ice.





Here we see what appears to be a thrilling picture of a the picture is upside down, and it's a beginning skier graceful skier making a record-breaking jump. Actually, in the midst of making a neck-breaking fall on his face.

Modern conveniences eliminate the long tedious climb to the top of ski runs. Today, we have fast-moving ski lifts.

Having reached the top of the ski run, the beginner observes the magnificent snow scene panorama below him. Also, he observes how steep, slippery, and far down to the bottom it looks from there.



MAD'S TIPS

REVERSING DIRECTION WHILE ON SKIS — THE KICK TURN

To reverse direction while on skis, you use the "kick turn." Place skis parallel



and turn body sideways to the right. Next, kick out and up with right foot and



bring ski down so feet are crossed. Now bring left ski around and over and . . . by



now you will have reversed direction . . . from standing up to standing on your head.



STOPPING

In order to stop while on skis, the beginner must use



the "Snow Plow" method. By spreading your legs, you'll



form a miniature snow plow with the tips of your skis.

YOURSELF WHILE ON SKIS - THE "SNOW



Then you can stop . . . if you find some snow to plow into.

PLOW"



NEW USES

Skis make excellent poles for use in emergency stretchers.



Skis make dandy markers to help locate and direct skiers.



Skis make fine First Aid splints for treating fractures.



Skis make good tokens of appreciation for ski instructors.



ON SKIING

HILL-CLIMBING WHILE ON SKIS — SEVERAL EASY METHODS

Hill-climbing with skis can be a problem. One method is

THE SIDE-STEP



Another sure method used in hill climbing with skis is

THE HALF SIDE-STEP



A third method of climbing hills while wearing skis is

THE HERRING BONE



The fourth method shown below is for coming back down a hill, which is no problem.



CORRECT POSITIONS WHILE SKIING — THE CROUCHES

THE SLIGHT CROUCH
... for going at slow speeds.



THE MEDIUM CROUCH for going at average speeds.



THE LOW CROUCH
. . . for going at high speeds.



THE PAINFUL CROUCH for going home after skiing.



FOR SKIS

But best of all, skis can be burned in a fireplace while you're cuddling in front of it with a girl. Incidentally,

the proper pronunciation of this exhilarating sport is: SHE-ING! And believe us, it's got skiing beat by a mile!



THE FIRE at the ART MUSEUM



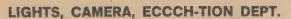












Every year, the movie industry makes a big hoo-hah over the Academy Awards. Frankly, we're not impressed. How tough is it to make a movie when you have \$37,000,000 to blow on it? Huh? MAD feels that it's about time the really dedicated movie-makers of this country get their deserved recognition! We mean that vast army of amateurs who are devoted to the cinematic art despite limited funds and even more limited talent . . . the "Home Movie Makers"! And so, in order to give 'em what's coming to 'em, MAD Magazine proudly presents:

The ACADEMY AWARDS for HOME MOVIES

ARTIST: MORT DRUCKER

WRITER: STAN HART

From the fabulous Knotty Pine Basement in the garishly furnished split level house of Mr. Louis Kreevitch, overlooking the other eleven thousand two hundred and fifty-seven garishly furnished split level houses in lovely Levittown, New York—the "Home Movie" Capital of the World—the Amateur Motion Picture Academy of Arts and Sciences presents "The First Annual Academy Awards Ceremony"!

Out of more than 1,796,542 reels of film submitted, the Academy has chosen the ones it considers to be the finest examples of the "Home Movie-Making Art". To supervise the balloting, the Academy has engaged the services of Mr. Irving Waterhouse, famous candy store owner, who is also a Notary Public, and took two years of bookkeeping at Rutgers night extension school. He will hand me the envelopes, which have been sealed with library paste, and I will open them and read the nominees and winner in

Our projectionist, Mr. Lyman Fumbler, will show excerpts from each award-winning film. Since Lyman always has a little trouble threading the film, I'd like to ask you not to stamp, whistle, or clap your hands in unison. Also please refrain from making shadow pictures of swans on the screen! That means you, too, Mr. Waterhouse! Well, I see that Lyman is about ready—so—

on with the Awards . . . !





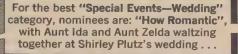


to visit his aunt in Utah . . .

the Memorial Day services . . .







"Just What We Wanted", featuring Fran and Walt Akers opening their presents, with the bride's mother calculating what each guest spent-

"Unidentified Flying Objects", with the kid brothers of the happy couple throwing shelled peanuts and scaling mint patties across the dance floor-













I'd like to give thanks to all the people without whose efforts, I would not be here tonight—to Dr. F. Lawson, a giant among bone specialists... to Lincoln Fram, the greatest X-ray technician a guy was ever blessed with... to insurance man Albert S. Alexander, a claim examiner's claim examiner... and last but not least, to lawyer Sam Leighton for his invaluable behind the scenes work on my million dollar negligence suit... Thank you, one and all!



And the winner is: "Eat, Darling!", showing how adorable it is for a grown man to get fed like an infant...

The "Marvin" goes to Jerry and Ginny De Fuccio!
However, a slight technicality prevents the
Academy from presenting the Award until their
community property settlement is agreed upon!



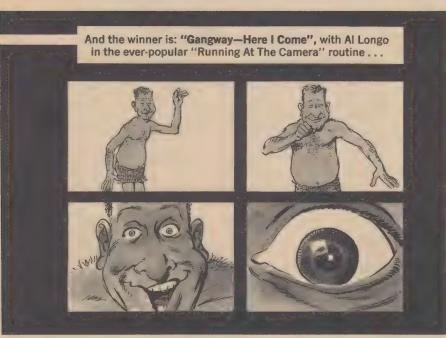


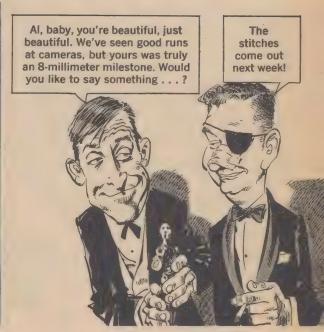


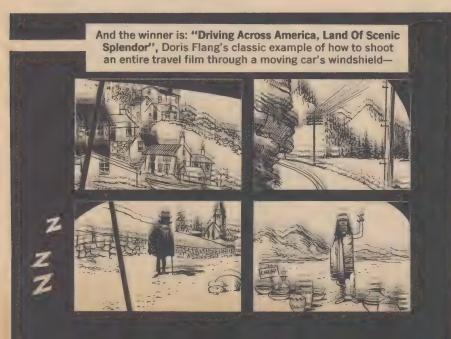
Accepting the award for Donny is his father, Eric Portnoy . . . Thank you—and would want me to late great canin immortal Fluffy,

Thank you—and I know that Donny would want me to give credit to that late great canine showman... the immortal Fluffy, whose memory will serve as an inspiration to us all!









Thank you! And I want to thank my husband whose driving helped make our trip from New York to California the happiest 13 hours in my life! And that brings to a close the First Annual Academy
Awards For Home Movies. The winners will celebrate at a lavish party in the two rear booths of Mr. Waterhouse's candy store. And . . . please, winners! No movie cameras! We want to enjoy ourselves!!



This next article speculates on some of the ridiculous trademarks and advertising symbols which could result if America's big corporations continue this trend toward becoming even bigger. Mainly, here are . . .

TRADEMARKS

SCHWEPPES & WHITE ROCK







SHERWIN WILLIAMS &
DUTCH BOY PAINTS



AMERICAN AIRLINES & GREYHOUND BUSSES



WHITE OWL
&
SIR WALTER RALEIGH



PRUDENTIAL & TRAVELERS INSURANCE CO'S.



resulting from future mergers



CANNON TOWELS &

JANTZEN SWIM SUITS



SUNSHINE BISCUITS & ARM AND HAMMER BAKING SODA



MORTON'S SALT &
HEINZ KETCHUP



"When it rains, it glops!"

KOOLS & CAMEL CIGARETTES



ARROW & HATHAWAY SHIRTS



OLD GRAND-DAD &
OLD CROW WHISKEY





HASTINGS PISTON RINGS & FISK TIRES



PLAYBOY & MAD MAGAZINE



STRETCHING THE TRUTH DEPT.

mopon

when an ordinary guy wants to show something, he usually wants to show it solly is So be taken a photograph of it. When a Madison Are the way it really is. So he takes a photograph of it. When a Madison Ave. guy wants to show something, he usually wants to show it the way he wishes it could be. So he still takes a photograph of it, but then he phonies it

REPROPORTIONING FOR FUN AND MAINLY

HERE ARE TWO EXAMPLES OF HOW MADISON AVENUE

Here is the original photograph of a namebrand automobile tire



Now, here is the same photograph of the tire as it was used in ads after reproportioning

NATIONWIDE SALE!

The Tire Bargain of the Year



Good'n'rich

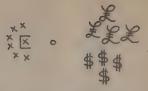
KUSHION

See your friendly Good 'n rich Dealer Today!

*Plus your recappable tire†. Price does not include whitewalls, tread or valve, and is effective only for the first five customers who bring a copy of this ad to our main office, which is in Key West, Florida.

† A recappable tire is a tire with less than 3000 miles on it!

up with a process called "reproportioning". This process results in making an object wider or taller or thinner or smaller, depending on what you're aiming at, and who you're trying to "con". Since Madison Ave. does it all the time, we see no reason why pretty soon more and more people will be...



"Your Majesty, the British-American Trade Commission has arrived!"

PHOTOGRAPHS

REPROPORTIONED PHOTOGRAPHS IN THEIR ADS



Take this on-the-spot original photograph of a small cabin cruiser

Here is how clever reproportioning of the photo makes it into a luxury cabin cruiser

Enjoy FAST, EASY, SPACIOUS LIVING AT SEA ...



City living got you down? Forget your worries, your cares, your bills! Speed away in a FAZOOL "Voyager" Cabin Cruiser! Your family will enjoy the pleasures of outdoor living. Your friends will relax in spacious comfort. And mainly, your creditors won't ever catch up to you when you're sailing twenty miles out at sea.

CHECK THESE SIX GREAT FEATURES

- Sleeps six in comfort
- Ship-to-Shore Radio
- Automatic Pilot
- Powered by 200 HP V-8
- Radar and Depth Finder
- Complete Galley Facilities

"Nothing goes nast a Fazool!"

0%

HERE ARE EXAMPLES OF HOW ORDINARY PEOPLE

THE GREASY-SPOON RESTAURANT OWNER

takes this photo of his overpriced crumby lunch

and reproportions it to appear on the menu as a mouth-watering bargain



Hoggenschlacher's East Side Cafe & Beanery

BUSINESSMEN'S Special Blue-Plate Luncheon

START OFF WITH

• A Giant-Size Glass of Freshly-Squeezed Orange Rinds

THEN DIG INTO

- A Sizzling, Thick, Man-Sized, All-Meat Minute Steak
- A Mouth-Watering Heaping Portion of Fried Onion Skins
- A Generous Serving of Creamy Mashed Potato Peels
- A Tall, Frosty, Cooling Glass of Delicious Water

AND TOP THE WHOLE THING OFF WITH

• A Stupendous Wedge of Fluffy, Light Chocolate Cupcake Coffee Tea Milk Bi-Carb



THE PUBLISHER OF BAD ENCYCLOPEDIAS

takes this photo of his thin and worthless book



and reproportions it to look like a huge volume filled with vital facts

Every American Home Needs



THE MAMMOTH, ALL-INCLUSIVE

Wonder-World Encyclopedia

THE WHOLE WORLD AT YOUR FINGERTIPS

A PARTIAL LIST OF ITS CONTENTS

FULL COVERAGE OF IMPORTANT PEOPLE, PLACES
AND FACTS—COMPLETE ATLAS AND GAZETEER—
HANDY HOME MEDICAL GUIDE (INcluding 50
DO-It-Yourself Operations)—COMPLETE HOME
STUDY COURSE IN NUCLEAR PHYSICS—100 WAYS
YOU CAN GET RICH—100 WAYS YOU CAN GET
CAUGHT—HOW TO WIN AT BRIDGE, POKER,
SCRABBLE, AND MONOPOLY—NATURE GUIDE TO
BIRDS, ANIMALS, INSECTS AND JAZZ MUSICIANS
—500 MOVIES TO AVOID ON THE LATE LATE
LATE SHOW—1,500 ASSORTED ARABIAN CURSES
—STATE-BY-STATE LISTINGS OF MURDER AND
DIVORCE LAWS—COMPLETE LANGUAGE COURSES
IN FRENCH, GERMAN AND HIP-TALK—75 USES
FOR BELLY-BUTTON LINT—75 REASONS WHY
YOU WERE A SUCKER TO BUY THIS BOOK!!

Wonder-World Publishing Co.

"You wonder why in the world we're publishing!"

CAN MAKE USE OF REPROPORTIONED PHOTOGRAPHS

A MONEY-GRUBBING ORPHANAGE OWNER takes this photo of the orphans he is starving



and reproportions it so he can send an appeal for more money to steal



SCONDER'S ORPHAN HOME

ANNUAL FUND APPEAL

To you who have been so generous in the past:

To you who have been so generous in the past:

Won't you double your contribution this year so we can continue to give our beloved orphans the tender care they have been getting?

Just study the picture above for a moment. Note the smiling, round faces... the well-nourished bodies... the all-around healthy appearance of our charges. And then tell me you can refuse. Food costs are up, as you know. In order to continue to supply the nourishing meals we have been giving each darling child, we must spend over \$500 each per year. This may seem like a lot, but you will agree that no sum is too large for a homeless, motherless, and fatherless youngster.

Look at the picture again, see how generous we are with food here, and send in

Look at the picture again, see how generous we are with food here, and send in your check today. Make it out to me, personally.

ABE SCONDER President & Treasurer SCONDER'S ORPHAN HOME



A PEN-PAL TRYING HARD TO COVER UP who is round-faced with an idiotic expression

reproportions his photo so he's thin-faced with an idiotic expression

Dear Dernice:

It's been great writing to you all these like you know never met, I've months. Even though we've never much. In fact, you not like you wery much. I am grown to like you my best girl! I am I consider you my best girl! I am a which you enclosing the prapshot of me which you asked for I'm certainly glad you told me you like lean-faced boys with told me you like lean-faced boys with description fits me to a "T" Write poor your affectionate per pol

"But they said on TV that my friendly neighborhood druggist would cheerfully give me double my money back!"

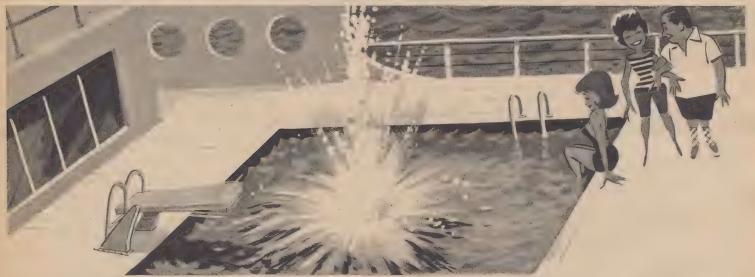


OFF THE DEEP END



ARTIST: JACK RICKARD

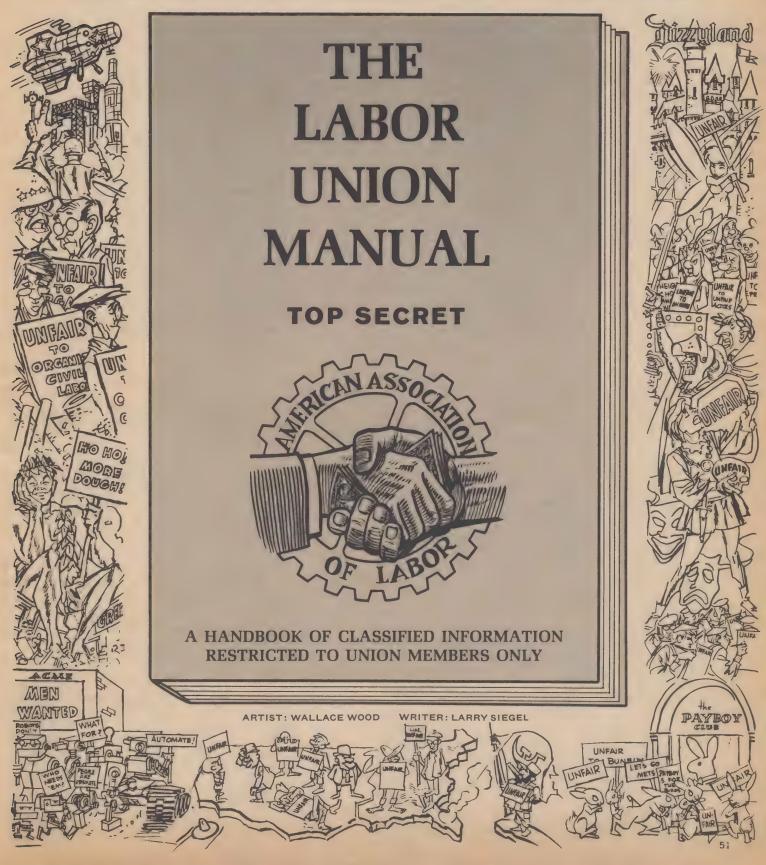
WRITER: SERGIO ARAGONES





LABOR PAINS DEPT.

Among other things, Labor Unions today have their own doctors, their own housing developments, and their own vacation resorts. But we bet you didn't know they also have their own Field Manual. Well, they do. We found a copy outside a Union Headquarters not too long ago. And since we were exhausted from walking up and down 30 flights of steps because of an elevator operators' strike, and since we were weak from starvation because of a milk deliverers' strike, and a meat cutters' strike and a waiters' strike, and since we had nothing else to read because of a newspaper typographers' strike, we flopped down on a curb stone and perused









INTRODUCTION

OF THE AMERICAN ASSOCIATION OF LABOR A MESSAGE FROM THE PRESIDENT

Fellow Union Members:

Not too long ago, before Unions came into existence, Labor was ruthlessly exploited by Management. We were at the employer's mercy, and had to work long hours for pitifully low wages. Labor was helpless. This was undemocratic. Now that Labor is Unionized and strengthened, a wonderful change has taken place. Namely, now Management is ruthlessly exploited by Labor. The employer is at our mercy, and we work short hours for ridiculously high wages. Management is helpless. This is true democracy.

Today, we can be justifiably proud of our accomplishments. But at the same time, we must not allow ourselves to grow complacent. Management is the greedy President of General Motors is plotting and scheming. What is he plotting and scheming about? I'll tell you. He's not satisfied with his waging a never-ending battle against us. Somewhere on his \$250,000 estate, \$250,000 estate. He wants more, more, more! He wants to be able to afford a larger, \$350,000 estate . . . like mine!

What has all this got to do with an introduction to a Labor Union Manual? Frankly, very little. I just want to prove that the average Union Leader of today is no longer an uneducated, unsophisticated slob-like many of us were in the old days. I dress superbly, I am suave, and as you can see I have a beautiful vocabulary. I never allow myself to slip back into my sloppy speech habits of the past, when I was a fighting, brawling Longshoreman. Onward with Labor—and God bless youse all.

Toughtony Culpe

P.S. Carry this manual with you at all times, and study it religiously at least 4 hours every day . . . preferably on company time.

CHAPTER

THE FOUR BASIC KINDS OF UNIONS

Why are Unions so important to the well-being of Union Leaders? Why are Unions so important to the well-being of Workers? IN UNIONS, THERE IS STRENGTH, IN UNIONS THERE IS PROGRESS IN UNIONS THERE ARE FORCES FOR DEMOCRACY AT WORK!

There are four basic kinds of Unions which supply these dues: IN UNIONS, THERE ARE DUES!

UNSKILLED LABOR UNIONS

SKILLED LABOR UNIONS



members include ditch-diggers, garbage men, street cleaners, messengers, porters and Rock 'n' Roll recording stars. These Unions are made up of people with no particular or important skills.

These Unions consist of skilled workers such as electricians, typographers and carpenters. They are very Democratic Unions. Anybody can join these Unions. As long as you're the son of a member.

WHITE COLLAR UNIONS



lobs, These Unions consist of the nice clean including clean ambitious brown-nosing secretaries, nice well-dressed office spies, sweet shy embezzling bookkeepers, and knife-in-the-back junior executives. people with the nice clean office,

TEAMSTERS



This Union consists of all workers who many who even do. This is a very strong the world with more power and gall than don't fit in the other type Unions, and Union. There is only one other Union in the Teamsters' Union-the Soviet Union!

CHAPTER 2

COLLECTIVE BARGAINING

Whenever a Union has a grievance against Management, the only way to settle it is to sit down together and, through "Collective Bargaining", arrive at a fair and equitable solution. Here are some examples to show how Unions make use of "Collective Bargaining".

- Management shows a profit of: \$1,000 FOR THE YEAR.

 So the Union demands: A \$1 AN HOUR INCREASE FOR ALL EMPLOYEES.

 How much would this cost Management?: \$1,000,000.

 What would this give the Union?: \$1 AN HOUR MORE FOR ALL EMPLOYEES.

 What would this leave Management?: NOTHING.

 Management makes a fair compromise offer of: 50¢ AN HOUR.

 THE UNION MAKES A FAIR COMPROMISE OFFER OF ITS OWN.

 The Union's fair compromise offer: A STRIKE!
- GET MANAGEMENT TO INCREASE WAGES \$15 A WEEK PER MAN.

 Management offers: A \$10 A WEEK INCREASE PER MAN.

 The Union asks for: A \$12 A WEEK INCREASE PER MAN.

 Union and Management settle for: AN \$11 INCREASE.

 What does the Union do next?: \$0ES ON STRIKE FOR ANOTHER INCREASE.

 Why?: TO MAKE UP FOR WAGES LOST DURING THE SIX MONTH STRIKE.

 How long does this Metry-Go-Round go on?

 If WE PLAY OUR CARDS RIGHT, FOREVER!
- A SIX-WEEK-PER-YEAR PAID VACATION.

 A SIX-WEEK-PER-YEAR PAID VACATION.

 Management offers: A 30-HOUR WORK WEEK, A BETTER PENSION PLAN, AND A SIX-WEEK-PER-YEAR PAID VACATION.

 What does the Union do?: GOES ON STRIKE.

 Why?: JUST TO KEEP IN PRACTICE!



Here is a typical man-operated elevator of the past. The elevator operator was paid \$2.00 an hour to run it. But with automation taking over, the Unions have tackled the problem realistically: New jobs in new businesses will have to be found for displaced workers like these.



Here is the same elevator, which is now self-service. Thanks to a strong union, the same operator still rides it. Now, he is paid \$2.00 an, hour to watch the passengers press their own buttons—an example of how displaced elevator operators are going into the watch business.

CHAPTER 3

PROPER PICKETING TECHNIQUES

A—How To Picket

There are two basic methods for picketing a place of business.

THE CLOSED-RANKS CIRCLE



All picketers walk in a tight circle, screaming how cruel the employer is, what a tightwad he is, and how he has been exploiting you. Be very angry. A good way to look angry is to constantly

remind yourself that you don't work at this place, that you never even met the employer, and that you were pulled out of a nice warm home by your "Local" to do picket duty here in the lousy rain.

THE LONE PICKETER



This is the "sympathy approach". A lone picketer walks back and forth looking forlorn and oppressed by Management. A sad face is effective here (also a few tears will help). A good way to look

sad is to keep reminding yourself that the strike may be settled soon, and the salary you'll be making won't be nearly as much as the strike pay you've been getting from your wealthy Union "Local."

B-What To Shout While Picketing

SHOUT	USUAL EFFECTIVENESS OF SHOUT
"This place is unfair!"	Good, but overused by most picketers.
"Pass 'em by!"	See above comment.
"#\$&%#!#\$%#!#!"	See above comment.
"Who said Lincoln freed the slaves?!"	A bit intellectual, but better.
"The Boss is a Fink!"	Very effective—unless the Boss's name happens to be "Fink".
"Keep Cool With Coolidge!"	Excellent! Shows that you're losing your mind because of terrible working conditions.

C-How To Handle Strike-Breakers

When a Union is picketing a plant, it is un-American for anybody to cross the picket line and try to enter the premises. Here are two simple but patriotic ways to handle potential strike-breakers:

THE BOUNCY-BOUNCY CAR TECHNIQUE



If strike-breaker comes to gate in car, all picketers grab car and start bouncing it up and down. Then turn car over, smash windows, and drop match into gas tank. If driver still insists on going in, threaten violence! He has no business going into plant during a strike. He is probably a no-good rotten "scab."

THE BOUNCY-BOUNCY MAN TECHNIQUE

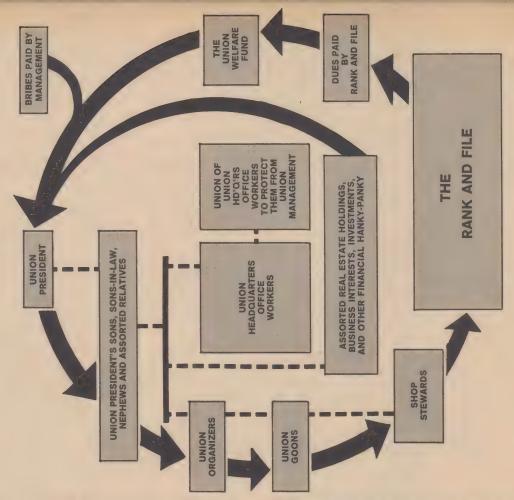


If strike-breaker comes to gate on foot, all picketers grab him and start bouncing him up and down—preferably on hard concrete surface. Then continue to work him over as if he were a car (See The Previous Panel). He has no business going into plant during the strike. He is probably the no-good rotten "owner."

CHAPTER 4

KNOW YOUR UNION

The chart below shows the "Chain of Command" of a typical Union: The dotted lines show the efficient flow of authority, and the black arrows show the efficient flow of disappearing funds.



CHAPTER 5

YOUR UNIONS IN ACTION

One of the basic aims of Unions is to keep as many men employed as possible, regardless of the importance or necessity of their work. This is a practice which is carried out most admirably by the tremendous numbers of high-paid

but thoroughly useless Broadway Stagehand Unions. Here is a backstage shot taken at the Dick Foran Theater following a one-man performance by comedian Victor Barge, showing Union Workers that must be hired for each performance.



BREAKDOWN OF UNIONS

GROUP I-Left to right

Piano Movers Union
Piano Stool Movers Union
Piano Tuners Union
Piano Tuner Movers Union
Piano White Key Cleaners Union

Piano Crack-Between-The-Black-And-White-Key Cleaners Union Standby Trombone Cleaners (In Case Pianist Should Suddenly Switch

Piano Black Key Cleaners Union

Over To That Instrument) Union Trombone Tuners Union Trombone Tuner Movers Union

GROUP II—Left to right
Curtain Cord Pullers Union
Knot Removers From Curtain Cords Union
Knot Makers In Curtain Cords So Knot
Removers Will Have Something To
Do Occasionally Union

Backstage Electricians Union Backstage Light Bulb Replacers Union Backstage Light Bulb Shakers To See If Filaments Are Broken And Bulb Has To Be Replaced Union Backstage Electrician Shakers To See If

Electrician Has Died And Has To

Be Replaced Union

REPRESENTED ABOVE

GROUP III-Left to right

Chair Movers Union Table Movers Union Explainers To Chair And Table Movers

The Difference Between A Chair And A Table Union Alarm Clock Setters To Keep Chair And Table Movers From Falling Asleep Union
Alarm Clock Setters To Keep Alarm Clock
Setters Who Keep Chair And Table
Movers From Falling Asleep, From

Falling Asleep Union Alarm Clock Winders Union

GROUP IV—Left to right
Make-Up Men In Charge Of Patting Star's
Face But No Lower Union
Make-Up Men In Charge Of Patting Star's

Neck Patters Union
Yes-Men In Charge Of Making A Circle
With Forefinger And Thumb To Tell

Star How Great He Was Union

Backstage Dust-Blowers Union
(This is a dock worker who got the
job for no other reason than to
prove to Management how powerful
The Longshoremen's Union is)

CHAPTER 6

FUTURE GOALS OF THE LABOR MOVEMENT

Following is only a partial list of the wonderful goals that Organized Labor hopes to attain in the near future:

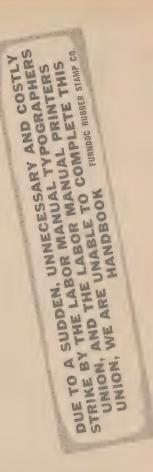
- To Unionize ALL workers in the nation, and to see to it that those who refuse to join Unions DON'T WORK! In this way, workers will help Labor fight the cruel, dictatorial practices of Management.
- To set up a minimum wage standard of \$50 an hour for workers—with a lot higher wage rate for skilled labor.
- To cut the work week to 4½ hours in order to give Union members more free time to spend with their safety deposit boxes.
- To set up a system of free medical care, hospitalization and retirement benefits for valets and butlers of Labor Union Leaders.
- To strike defense plants only under the following two circumstances: When there is no national emergency—and when there is.
- To provide decent working conditions, liberal pension plans, and fair take-home pay for all Bosses, regardless of race, creed or color.



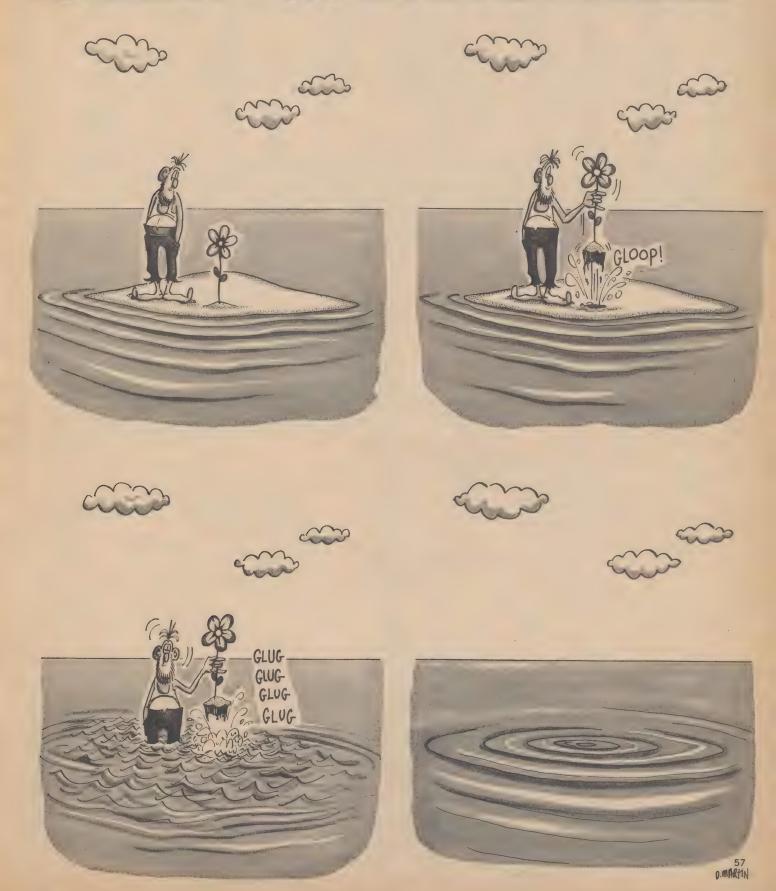
CHAPTER 7

THE WONDERFUL, GOD-GIVEN RIGHT TO STRIKE

complain about unnecessary and costly strikes by Labor. This is sheer stupidity and selfishness on their part. There are no unnecessary strikes! All strikes are fair and healthy for the economic structure of the nation. On this page, and the remaining 167 pages that follow, we would like to explain the tremendous importance of strikes, and show how they are helping to etaoinshrdlu



SHIPWRECKED



With manned moon rockets now predicted for the foreseeable future, we're probably only a generation or two away from having permanent U.S. military bases on the moon and nearby planets. And so, with this article MAD peers into the future and empties out the first mail bag of letters from troops stationed in space . . . mainly

HIII ARMY

Dear Ma,
How are you? I am fine.
It is cold hear.
We lat alf also aljee.
It tasts like alfalfa.
Thare are no cows hear.
When I showd one of the sivilions I met hear the pitchur of Blssie I carry in my wallit, he bleeped. Thay bleep hear insted of laff. Thay don't seam to like us.
Sothern boys. I think

DANCE



Pvt. Horace Withrow 3987362 Co. C, 14th Tank Bn. Fort Urg, Mars

Dear Mumsy,

Thanks so much for the toll house cookies. A big Neanderthal-type chap from Pennsylvania took them away from me, but it was nice to know that you were thinking of me.

I don't blame Daddy one bit for speaking out at "The Club" against the wasteful policies being followed by the Army here. The idea of sending the 14th Tank Battalion to Mars was ridiculous. As I wrote before, the atmosphere is so thin that the tanks have to be tied down to keep them from floating away. This means they can't be used at all.

You might tell Daddy that recreational facilities also warrant criticism. I tried to get up a chess team and was promptly told to go to

BAR

URLESQUE

ON MARS

ARTIST: BOB CLARKE WRITER: TOM KOCH

Dear Edna June, July 16, 9:30 P.M. This is awful late to be starting a letter, but I and three other guys just got back to the base from being in town on a four hour pass. Us guys ate at a Martian restorant there that some guys told us about. It was O.K. if you like Martians, But their lots tougher than you'd think for most of them being so fat. I hope you got the plant I sent you for your birthday. Its colled a man-lating ngfing. Il forgot to tell you not to get to close to it because it can

you like this when we have never met. But with both of and with him talking about you all the time, I feel I've known you forever.

and Father Grubinger enough for giving your blessing to own marriage. The breautiful sweater for you knitted for me sleeves. Didn't Wilfred tell you sleeves. Didn't Wilfred tell you





DEAR Mon And DAd,

THIS WILL BE SHORT BECAUSE I AM REELLY BUSHED. THAT SARGENT WHO DON'T LIKE ME HAD ME ON K.P. ALL DAY. I

Been Peeling WgnFlxes. ther A Lot Like PotAtAS ONLY YOU Peel them with a Blow torch.

YOU ASKED ABOUT THE NAME OF THE SARgent WHO don't Like

Me. His NAME IS STRUBYZY
STRUBZYMSK STRUBZØ WHITEY.

if you think Calling MY draft Bord Would get

HIM CORT MARSHELLED, 90 AHEAD. HE dON'T LIKE ME RE-



My Larling Ruthie,

I have just gotten some wonderful news, and I wanted to write to you about it the same day I heard Our outfit is going to be shipped back to earth, probably to Arabia if the scuttlebut is right. This means we will be only 9,000 miles apart.

le shaking in his boots when he hears clim going to be so close to home. I know you've been 100% faithful to me just like I have to you. But I still bet cloving will be shaking in his



Pot Seymour Hunts 35909071 483nd Mine Petestion Sqd. Fort Urg, Mars

Dear Maury:

I'm sorry to have been so long in answering your letter, but che been away on what the clowns in the medic corps call a rest leave. I got to take a boat trip down the Pflanfre Canal. But rest of didn't get. There was girls on the boat.

What a doll named. What a dish, she looks a lot like that Zelda Oberman in our Algebra IV class, if you can picture Zelda with a green complexion, feelers and four lega.

She didn't speak a word of English. But like I say, who needs

And now, Mr. Prohias offers another installment in his contention that truth is never all black nor all white—but merely shades of gray. He calls it . . .















BERG'S-EYE VIEW DEPT. PART II

We've always felt Dave Berg had a screw loose, and now we know it! Mainly, who else but a nut would be idiot enough to publicly poke fun at the members of the Police Department. Well, he does in this article — which, come to think of it, we're idiot enough to publish!

THE LIGHTER SIDE OF







COPS

SMOKING NO SMOKING

WRITER & ARTIST: DAVID BERG



But I'm only doing 45! The speed limit is 50! Okay— I'll slow down...



He's still behind us!

But I'm only doing 35! Oh-Okay, I'll slow down even more!



That cop is still following us! He's making me nervous!

You're nervous? What am I—made of wood? What does he want? I'm practically crawling now!



TEN DOLLARS!?

FOR ALL THAT

RADAR

HEY, YOU... UP AHEAD! YOU LOOKIN' FOR A TICKET FOR OBSTRUCTING TRAFFIC? PUT A LITTLE SPEED ON!!



Heh-heh! Putting up that sign has sure cut down on the speeders around here!



I'm sure it was a very expensive deal—but I guess it was worth it!



Ahh! Ten dollars isn't so expensive!



What radar equipment!? We never bought any radar equipment! Just the sign!!



It's a real gun with real bullets!

I dare you to touch it!

I'm scared! It's liable to go off or somethin'!



double dare you!











You were doing 60 miles an hour in a 30 mile zone! What's the big rush?



I've got to Yeah? What's get to City Hall, Officer! so important about getting It's terribly to City Hall!



Whatever

it is,

I've got to get there before it closes . . . so I can pay for this speeding ticket I got yesterday!





Oh-Oh! I bet he's gonna give us a summons for not removing the snow from the sidewalk!



he's going to

give us a

Or maybe we're Or else he's gonna arrest getting a ticket because the dog me for driving bit someone with my left broke another



Hello! I'm selling tickets to the Policeman's Ball . .



Huh? Oh . . Sure! Sure! Hee-hee! I'll take all you've got!!









Remember this: You're a servant of the people, and I'm a taxpayer! That makes me YOUR BOSS!!



Then you're just the guy I wanna see! HOW ABOUT A RAISE ... BOSS?



I'm moving along!



'Cause

that's

my Pop

standing

there!!

Well, the uniform is keen! I'll buy a dozen of them!

Are you kiddin'? On a policeman's salary ...



Well, driving around in a shiny new patrol car is lots of fun!

Yeah—answering crank calls to chase kids like you and me from playing ball in the streets!



Gee, thanks for warning me! When I grow up, I'm gonna be a fireman!!

Hey, how come you know



POSTAL INTROSPECTION DEPT.

Today, it's possible for the ambitious clod to learn almost any skill, trade or profession by enrolling in one of the thousands of correspondence courses currently available. But strangely enough, no one has yet offered a much-needed course teaching psychoanalysis by mail, thus enabling the hapless neurotic to save the \$25 an hour he now spends spewing out his woes to some overworked psychiatrist who probably isn't listening anyway. Rushing to the aid of these frenzied folk who can't cope with life, MAD now offers its own version of a home study course designed to accomplish...



PSYCHOANALYSIS RVINALLYSIS ARTIST: JOE OR LANDO WRITER: TOM KOCH

Session 3. MOTHER

(Score 5 points for each "Yes" Answer)



- Does the above picture cause you to be more concerned about Mom's safety than about how much it is going to cost you to have her rocker repaired once the whole mess is over?
- Are you now working on two jobs, one day and one night, just so you can make more money to buy Mom some of the nice things that your rotten, no-good father always denied her?
- 3. Do you cry yourself to sleep every night because the way your wife tucks you in and gives you your blanket to cuddle is not quite as comforting as the way Mom used to do it?___
- 4. Do you insist on having your mother accompany you everywhere you go because she is the only person capable of helping you cross the streets safely?____
- Have you remained unmarried because you can't find a girl to take out who is 53 years old, has a weak worn face, and is willing to call you "Sonny"?
- 6. Do you still telephone your Mother every night to have her sing you a lullaby even though you now live in San Diego and she lives in Bangor, Maine?____

Session 4. THE INFERIORITY COMPLEX

(Score 5 points for each "Yes" Answer)



- Are you humiliated beyond all reason because the ink blot above looks like nothing more than an ink blot to you, while you think that we think that you should think it looks like sex?
- Are you afraid that you will be blamed for spilling the ink that made the blot, and that shortly we'll be sending someone out to hit you for it?
- 3. Do you avoid playing patty-cake with little kids because you're afraid they're better at it than you are?____
- 4. Do you confess to every axe murder because you hate to think of some criminal more worthy than yourself being electrocuted while you go scot-free? ____
- 5. Whenever you pass a jewelry store with its clock-sign reading 8:20, do you unconsciously set your watch for that time, assuming that the jeweler must know the correct time and that you were the one who made the mistake and went out to lunch four hours early?
- 6. Do you send Mom a note of apology instead of a card every Mother's Day because you know how she must feel having a mess like you for a kid?

Session 1. GENERAL EMOTIONAL STABILITY

(Score 5 points for each "Yes" Answer)



After concentrating hard on the illustration at left for 15 or 20 minutes, do you find yourself throwing a temper tantrum because you can't reach into the page and push the slanty side over to make the whole thing look more neat?



When you saw this symbol, did you immediately look down at the bottom of the page for the footnote it refers to, and then burst into tears when there wasn't any?___



Are you filled with more frustration than you can bear because every pencil in the house has a broken point, leaving you with no possible way of filling in that awful white spot in the center of the circle?



Did you stand on your head to make sense out of this one without stopping to realize that maybe it's right side up, and everything else in the world is upside down?____



Did this one make you giggle uncontrollably because you thought it looked like Jackie Gleason from the rear, bending over?____



Did this one compel you to go down and punch your laundryman in the mouth because you were mad over the fact that he knows what it means and you don't?

Session 5. FETISHES

(Score 5 points for each "Yes" Answer)



- Even though you live alone, have you been forced to buy a 14-room house because you need at least 13 rooms to store your collection of old bottle caps?
- At a party, do you sit quietly until everyone else gets too plastered to notice you, and then start rummaging feverishly through bureau drawers?
- 3. When your wife suggests a picnic, do you insist on holding it near the City Dump so you can scrounge through the rubbish while the rest of the family is eating?
- 4. Have you given away all your slipover sweaters because you can't figure out how to put one on without taking off your hat?____
- 5. Do you stock up on more canned goods than you can possibly eat just because you love to look at the pictures on the labels?
- 6. Do you hide spare rolls of string in chandeliers, under beds and other secret places around your house, just so you won't get caught short in case your wife finds your regular supply and throws it out?

Session 2. ENVIRONMENTAL ADJUSTMENT

(Score 5 points for each "Yes" Answer)



- 1. Does the above illustration restore your faith in humanity because it proves that you are not the only one with sense enough to realize that a tree is the safest place in the world to live in?
- 2. Don't you think the man in the picture would be happier if he'd picked a taller tree which was harder to climb, thus making it even more difficult for all the bad guys to get at him?____
- 3. Are you uncomfortable, even though you live alone on a desert island because you probably have a lot of snoopy neighbors living in Honolulu less than 1,300 miles away?____
- 4. Does it bother you that it is already tomorrow across the international dateline, and that the people on the other side think you're doing what you're doing right now yesterday?____
- 5. No matter how often you sell your house and move, do you always wind up with whole families of Communist spies living on both sides of you?
- 6. When your phone rings, do you inform whoever is calling that they have the wrong number before they have a chance to pry into your personal affairs by saying something like, "Hello?"?

Session 6. COMPULSIONS

(Score 5 points for each "Yes" Answer)



- When you see these numbers, do you rush to the library to see what subject it covers under the Dewey Decimal System, instead of rushing to take your temperature the way a normal person would?
- 2. Are you in financial trouble because you can't resist saving your pay envelope every week, and throwing away the check inside?____
- When you receive an engraved invitation to a five o'clock cocktail party, do you show up at both five A.M. and again at five P.M., just to play it safe?
- 4. Have you stayed in your room with the door locked ever since you stepped on a crack in the sidewalk two years ago last summer?
- 5. Do you have a lot of auto accidents because you are afraid that glancing at the road occasionally would cause you to lose count of the number of telephone poles you're driving past?.....
- 6. Do you have more dreams about Harold Stassen than other people seem to?____

Session 7. TELEPHONE PSYCHOSIS

(Score 5 points for each "Yes" Answer)



- Does the mere sight of the man in the picture fill you with joyous anticipation because you're certain he'll call you up any minute now, and you can hardly wait to talk to him even though you have no idea who he is?
- 2. Do you sometimes wish that you had two phones with different numbers so you could call yourself up and have somebody convivial to chat with?
- 3. Have you been calling up wrong numbers and saying "Guess who this is?" for so long that they know who it is by now?____
- 4. Do you carry on long conversations with the girl on the phone who gives you the correct time even though she seems to have a one-track mind that causes her to reply to everything you say by telling you what time it is?
- 5. Is it your idea of a big time to call up every grocer in town and order huge quantities of food to be delivered to addresses that don't exist?
- 6. After you've called everyone you can think of, do you while away many happy hours just sitting there listening to the dial tone?

Session 9. FRUSTRATIONS

(Score 5 points for each "Yes" Answer)



- Do you beat up your wife and children every evening just because there's no one left to beat up after you've spent the day beating up your co-workers and customers?
- 2. Have you ever had the triumphant dream that you stalked and killed a lyrfimstrdl, and then suffered a terrible let-down when you awoke and found it wasn't even listed in the dictionary?
- 3. Are you frustrated beyond endurance because you've been writing down every joke you hear and mailing them to Ed Sullivan, and he still doesn't laugh?
- 4. Do you ever dream that you've just met a beautiful blonde, and then get mad because the alarm clock goes off before you've had a chance to get her name and phone number?
- 5. Do you fly into a towering rage every time you watch "Gunsmoke" because Chester won't stop limping no matter how many letters of protest you write to the network?
- 6. Do you hate your mother and father because you wanted to be an African pygmy when you grew up and they wouldn't let you?____

Session 8. TELEVISION PSYCHOSIS

(Score 5 points for each "Yes" Answer)



- Do you wish you had a TV set that could bring in all 13 channels at the same time so you wouldn't ever, ever, ever have to miss any show, no matter how lousy it was?
- Do you toss and turn all night because the announcer on the "11 O'Clock News" always tells you to rush right out and buy "Dristan," and you can't because the drug store in your neighborhood closes at 10:30?
- Is your greatest pride in life the fact that you stopped using that greasy kid stuff on your hair even before the TV people told you to?
- 4. Do you always wear your best suit while watching TV because you assume that the people on the screen can see you and you don't want to be considered a slob?
- 5. Is the greatest thing you fear about a Communist take-over the possibility that you might be sent to Siberia, which you understand is in a fringe reception area?
- 6. Do you sometimes get out of bed at 4 A.M. after all the TV stations have gone off the air, and still get a lot of pleasure out of turning on the set and just watching the snow on the screen?

Session 10.

SCORING AND RECOMMENDED THERAPY

If your score is 0-25, you have no problems because you either didn't go to school at all, or somehow managed to skip the grades where they taught reading.

If your score is 30-35, you should buy a dictionary, read it cover to cover, and then take this quiz over again on the off-chance that the new results will prove you to be less of a nut than you really are.

If your score is 60-85, just stay under your bed and keep re-reading the label on the bottom of the box spring until you feel better.

If your score is 90-115, don't clutter up your mind with tests like these. You need all the mental power you can muster just to remember who you are in case anybody should ever ask.

If your score is 120-145, you are almost completely unglued and should immediately send us an additional \$150 for our "Advanced Course" while you still have sense enough to remember where you put your check book.

If your score is 150-175, don't send us the \$150. Use it to have bars installed in all your windows to protect your neighbors from what you are most likely to do next.

If your score is 180-205, quit your job immediately and have as much fun as you can before they catch up with you.

If your score is 210-235, cultivate the ability to hold your breath for long periods of time so you will be in shape to move to the bottom of the ocean in case your condition worsens.

If your score is 240-270, don't call us. We'll arrange for the nearest sanitarium to call you.



RULE NUMBER ONE



GREAT OAFS FROM LITTLE ACORNS GROW DEPT.

Every proud parent thinks his kid is a genius, and almost every little thing the brat does is taken as a sure sign of some extraordinary ability or talent that will surely manifest itself in later life. If, however, the little tyke does **not** fulfill his parents' hopes, it isn't because **he** failed, but rather because his **parents** failed. Mainly, they failed to **interpret** those early signs **correctly!** F'rinstance, there are some parents who thought their children would become great artists and writers. You can imagine their shock when their offspring ended up as members of the MAD Magazine staff. With this in mind, here are some other case histories which show...

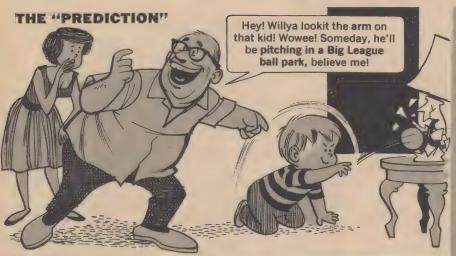


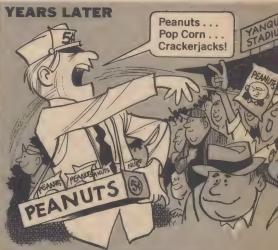


HOW PARENTS GUESS WRONG ABOUT THEIR KIDS' FUTURE CAREERS

ARTIST: BOB CLARKE

WRITER: DON REILLY



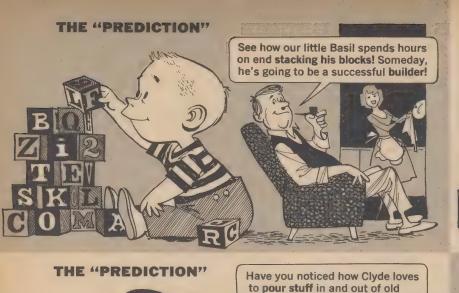






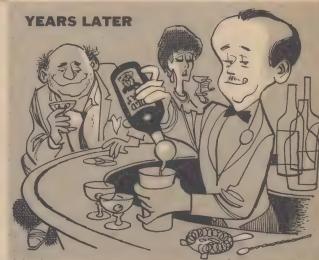


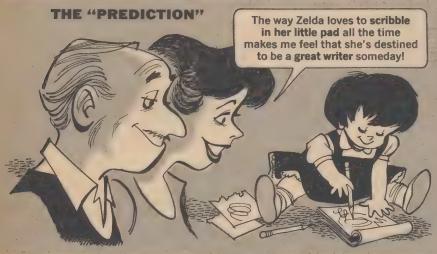




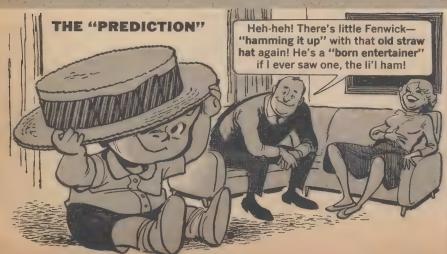








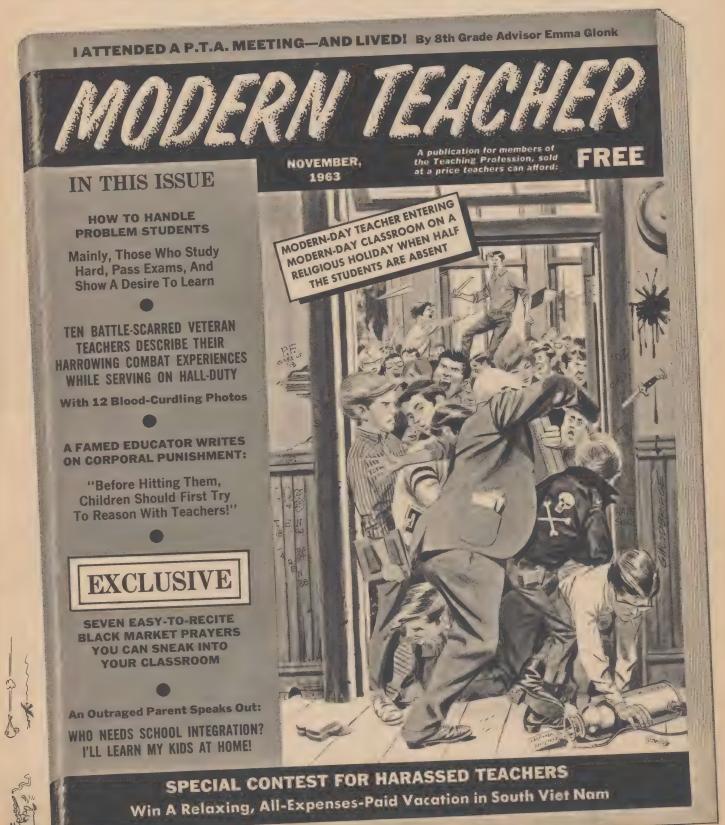






WORKING FOR SCHOOLIE WAGES DEPT.

Back in September, 1960, we ran a magazine aimed at what we then thought was the most miserable animal in existence—The Beatnik. But in September, 1962, we came up with a magazine for even a lower species of the human race—The Racketeer. Frankly, we thought we'd hit bottom. But recently, after digging among the very dregs of humanity, we came up with the individual who is now considered to be the lowest creature of them all by the American public. Here then is MAD's version of a magazine aimed at the...



Have You Been Suspended Lately
For Recommending Communistic
Literature to your Students?

Play It Safe With SIMON PURE BOOKS

The Simon Pure Publishing Company has re-written hundreds of well-known subversive works so that they meet the patriotic standards of all parents who are members of the DAR, Birch Society, etc. Here are only a few of the books and stories you can order and safely assign to your class today:



* GOLDILOCKS AND THE THREE EAGLES

formerly "Goldilocks and the Three Bears"

- * MELVINHOE formerly "Ivanhoe"
- * THE RED, WHITE AND BLUE BADGE OF COURAGE

formerly "The Red Badge of Courage"

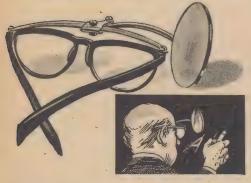
- * WEST OF EDEN formerly "East of Eden"
- * THE 39 PRAIRIES formerly "The 39 Steps"

Write For Our Free Catalogue
SIMON PURE BOOKS
Box 1776, Philadelphia, Pa.

CATCH THAT CHEAT!

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RANKIN REAR-VIEW MIRRORS



These handy rear-view mirrors attach neatly over your eye glass frames to give a clear, unobstructed view of the classroom while you're writing on the blackboard.

ALSO HANDY FOR CATCHING:

Spitball-Throwers Funny-Face-Makers Dirty-Picture-Passers Smoochers Sleepers Whisperers

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DEAR PRINCIPAL LUMMOCK

All teachers who have problems are invited to submit them to Principal Lummock in care of this magazine. If you desire a personal reply, kindly enclose a self-addressed stamped envelope. (Note: Since most teachers can't afford a stamp for a self-addressed envelope, Principal Lummock is discontinuing his offer for personal replies with this issue.)



Dear Principal Lummock:

Last Friday, I assigned members of my class to take home the living things in our classroom and care for them over the weekend. You know, the usual stuff: gold-fish, plants, turtles, and things like that. Anyway, one of my bigger pupils took me home with him against my will. Frankly, I had a miserable time, but that's beside the point. Wasn't this a terrible thing to do?

B. D.

Charleston, S. C.

It sure was! You distinctly told your class to take home "living things." You are a School Teacher! You call that "living"?

Dear Principal Lummock:

While travelling through Leveltown, Long Island, the other day, I noticed some builders erecting what looked to me like the most ultra-modern, farthest-out, wildest-looking suburban school I had ever come across in my entire life. Am I right? Is this a new suburban school they're putting up in Leveltown?

F.Y. New York City



No. F.Y., the building you saw will not be a new suburban school. Its architecture is much too wild and abstract for something as dignified as a school. The structure you saw is going to be a church.

Dear Principal Lummock:

I have been told that many Principals these days are not so much interested in the welfare of their teachers and the education of their pupils as they are concerned with being high-powered public relations men and casting favorable images in their communities. How do you feel about this?

R. T. Detroit, Mich.

Well, I've been shirt-sleeving this subject with my brain-storming assistants over at my Finster Junior High School shop, where I run a tight little ship—and after spit-balling it around the room, we dropped it into the inkwell to see how it stained. Frankly, the whole thing came up ridiculous, rumor-wise. Dear Principal Lummock:

I have a problem which has been bothering me for several months. I am Principal of the Elisha Cook, Junior Junior High School in Hollywood. Last month, I made a brilliant speech at the graduation exercises. Among other things, I said, "As you pick yourself up by your bootstraps and put your nose to the grindstone and your shoulder to the wheel, you must step boldly, but carefully, onto the Frontiers of Life, remembering to keep your head in the clouds and your feet on the ground, or vice versa. . . . "Anyway, for some strange reason, 85% of the graduation class fell asleep during my speech. Can you tell me why?"

> C. D. Los Angeles, Calif.

Dear Principal Lummock:

Recently, I read a transcript of the brilliant speech given by the Principal of the Elisha Cook, Junior Junior High School in Hollywood, to the graduating class last June. How can I get in touch with him? I want to nominate him for Presiding Officer at the Republican National Convention in San Francisco next year.

D. D. E. Gettysburg, Pa.

Sorry, D.D.E., the Democrats beat you to it and contacted him first.

Dear Principal Lummock:

I am a 6'7" First Grade Teacher at P.S. 37 in Dover, Delaware. As you might well imagine, with the water fountains in the school halls installed about two feet off the floor for the convenience of the small children, it is almost impossible for an adult to take a drink. I used to try bending over, but I wound up with a slipped disc. Anyway, a few weeks ago, I began kneeling on the floor to take a drink. This worked out fine for a few days, until an FBI man stormed in one day and arrested me. Can you tell me why?

E. R. Dover, Del.



It's very simple. He thought you were praying.

THE MOONLIGHTER'S PAGE

What's What Among The "Part-Time Job Set" Along Teacher's Row



The Fourth Annual Teachers Dance at The Potrezebie School last month was a huge success. Biggest joke of the evening was on the strangers who happened into the gym and thought that the affair was a Costume Ball. They didn't know that all those present were actually teachers dressed in the uniforms of the part-time jobs they were headed for ... after the Dance.

Meet Sylvia Kupp, "Moonlighter Of The Year". Since January, Sylvia has been teaching her class Algebra all wrong... intentionally! With poor grades, the students have naturally had to seek help from an outside tutor. So far this year, Sylvia's income has been \$3,422 as a Math Teacher, and \$22,000 as an outside Math Tutor.





Here's Evelyn Glick, Biology Teacher at The Fink School, and After-Hours Wine-Maker, catching up on some of the part-time work she didn't get a chance to finish the previous night.

THE MOONLIGHTER'S CLASSIFIED ADS

Help Wanted-Male

CARNIVAL BARKER-9 PM to 1 AM week-days, all day Sat, and Sun. Good opportunity for Elocution or Speech Teacher. We supply disguise so your students won't recognize you. 50¢ an hr. Write Box 195 MT.

CAR WASHER-Steady part-time work. Prefer Professor, but will accept Junior High School Principal. Must be College Grad. Here's your chance to clean up. Box 84 MT.

CATTLE SLAUGHTERER-Opening for aggressive, husky young Teacher. Chicken-plucking experience helpful but not necessary. 2 AM to 4 AM, Tuesdays and Thursdays. Bring own sledge hammer and knife. Box 14 MT.

PIZZA FLIPPER—We looks for a qualification. Write to us strongs selling letter anna tell us why you the man for-a this job. Then drop-a by inna few days anna read it to us. Box 57 MT.

SANDHOG — Work in a nice cool tunnel. Ditch-digging experience unnecessary. Free Hosp. Benefits, unless you get like the bends. Must know how to swim underwater. Box 42 MT.

Help Wanted-Female

FRUIT PICKER—Healthy, outdoor work for Teacher in the Rio Grande area. Excel. working conditions, friendly atmosphere, except for occasional hostile wetback attacks. 20¢ an hour and all you can eat. Lemon harvest starts this week. Box 121 MT.

PILLOW STUFFER — Prefer Teacher with M.A. degree. Salary commensurate with pillow-stuffing ability. Excellent opportunity. Can eventually lead to mattress-stuffing for the right woman. Box 34MT.

SANDHOG - Work in a nice cool tunnel. Typing experience unnecessary. Free Hospital Benefits, unless you get like the bends. We know it's crazy advertising for a woman sandhog, but who can tell how desperate you school teacher broads are! Box 42 MT.

WOMAN — Mature, intelligent Teacher preferred. Hard to describe type of job, but rest assured you'll work like a horse. 40¢ an hour. Free Death Benefits and Hay-Break. Box 36 MT.

Situations Wanted-Male

BRIGHT, personable, cheery, ambitious, aggressive, friendly, religious, eager Princeton Professor desires part-time job as shirt folder. Am experienced, and have own pins. Box 347

PHYSICS TEACHER, Rhodes Scholar, gd. friend of W. von Braun, seeks challenging part-time position as bus-boy. Look gd. in uniform. Will relocate to new school if necessary. Box 19.

Apartments To Share-Male

TEACHER, convicted of one of the most fascinating capers in Moonlighting History—Bank Robbery—wants to share comfortable cell with another convicted Moonlighter in same prison. Don't want bird-keeper, self-proclaimed lawyer, or book writer. This place is lousy with them. Box 97 MT.



THE INQUIRING TEACHER

QUESTION: How do you feel about teachers going on strike?
WHERE ASKED: At various schools and strike picket lines.



SHIRLEE BRONX

Fourth Grade Teacher And Potential Wife

I don't see why teachers have to resort to something as degrading as strikes. Now take me, for example. I'm an average, conscientious young teacher who lives at 147 Mosholu Parkway, a keen dancer, swell company, and my telephone number is MQ-O-4299.

All I want is to bring education and enlightenment to pupils for the rest of my life (unless I get a better offer, like getting married, say, next Tuesday). I think the \$60 a week I get is more than enough and I can live on it very comfortably. Of course, my father, who I live with, and who is also a teacher and has to support me and my mother—he's got problems!

JAMES HOFFA

Labor Union Leader And Humanitarian

Sure teachers should go on strike. Everybody should go on strike. Striking is healthy. It takes people out of their houses where they can get into trouble, and puts them on safe street corners. I like to strike. I like to strike all the big companies, I like to strike



all the big plants. I'd like to strike Bobby Kennedy. Right inna mouth! Why shouldn't teachers strike? Some of my best friends are truck drivers. Some of my best truck drivers are teachers. When they're not driving trucks. Well, they gotta eat!



HERMAN KLING

Professional Failing Student

I'm all for teachers going on strike. After all, they're human. They have a right to a living wage and decent working conditions. If, by going on strike, they bring out into the open the terrible injustice that is being played on one of today's most important profes-

sions, then I'm all for it. I'm all for anything that will open the public eyes, that will open the public minds, and that will close the public schools.

ROBERT T. WAG

Mayor and Distinguished Public Servant

I think it's terrible when public employees have to resort to strikes. Look at me, I'm a public employee. You don't see me striking. I do the best I can on my \$40,000 a year. And take my Governor friends, they're public employees. They don't strike. Just the other day,



Governor Rockefeller swore to me he'd never strike for more money. And President Kennedy told me the same thing. He's a public employee. Recently, the teachers in my city wanted a raise. Did they go on strike? Of course not. We settled the whole problem by talking. That's how you always settle problems—by talking. I sat down and I talked to them. I said, "You're not getting any more money, and that's settled!"

This Month's Colorful Report Card Terminology

In keeping with the common practice in schools across the nation of disguising the true character and personality of pupils so their parents won't get like a trauma, MODERN TEACHER offers another installment of some new and colorful double-talk terminology for use on report cards.

"He has an unquenchable thirst for spontaneity in education, which has been best slaked by the give-and-take of classroom discussion, as opposed to the sterile atmosphere of a non-scholastic milieu."

TRANSLATION: He hasn't done his homework in three weeks!

"While his personal intellectual capacity is limitless, he rarely hesitates to absorb knowledge from others around him in order to enhance his image as a well-rounded pupil."

TRANSLATION: He cheats on exams!

"He allows himself the healthy luxury of unleashing his pent-up emotions, which, had he suppressed them, might turn him into a seething cauldron of self-consuming neuroses."

TRANSLATION: He kicks, scratches, bites and spits!

"He has an innate desire to examine at firsthand the vicissitudes of life, which has been best satisfied by personal pilgrimages into the very maw of civilization."

TRANSLATION: He cut classes 24 times this term!

"He appears to prefer the cloistered atmosphere of solitary study, rather than engage himself in the communication of class discussion."

TRANSLATION: The other kids steer clear of him because he doesn't wash.

"He is deeply concerned with the physical well-being of other students, seeing to it that they do not overindulge in calories or harm the calcium content of their teeth."

TRANSLATION: He steals cookies and candy from his classmates.

"His is a wandering, probing mind, which by its very nature, should not be accelerated onto new horizons too rapidly, but should be allowed instead to return to areas once before explored for the purpose of gathering additional insight."

TRANSLATION: He's going to be left back this term.

Every month, MODERN TEACHER selects one member of the profession who best typifies the American School Teacher, and shows an average day in his life.

meet... ARNOLD GUMBER MODERN TEACHER'S Teacher of the Month



At 7 AM, Gumber puts on a double breasted suit and widebrimmed hat, sticks a cigar in his mouth, and tells his neighbors he's off to his book-making parlor. They don't know that his respectable job as Bookie is just a front for his real vocation . . . a miserable teacher at P.S. 46.



At 8 AM, Gumber handles his first extra-curricular, nonpaying teaching assignment in school basement. P.S. 46, built in 1823, was once infested by rats. But the rats are gone now. The school was too damp and dirty for them.

At 8:45, Gumber goes on school yard duty. While extremely hazardous work (with possible death always imminent), being outdoors gives Gumber a chance to sneak a smoke—something you can't do in school—unless you're a pupil!



From 9:00 to 2:00,
Gumber handles many
important teaching
assignments, such as
Cafeteria duty, collecting lunch money,
collecting bank books,
collecting milk money,
and collecting switch
blade knives from the
pupils. (More dangerous
weapons are collected
from the pupils by the
school's special Bomb
Demolition Squad....)



At 2:00, Gumber directs his class in a comedy in the school auditorium. Everyone forgets his lines, and the jokes fall flat. At 3:00, Gumber receives his monthly paycheck backstage. He goes on stage and shows it to the audience. This gets the biggest laugh of the day.



At 3:15, Gumber is picked up by police for authorizing the use of a dirty text book entitled "Improper Fractions." He is fingerprinted and booked. He pleads for a prison term, but since it's his third offense, he receives the maximum penalty. He is sentenced to return to P.S. 46 as a teacher!



THE BLACKBOARD JUMBLE-

NEWS 'N' GOSSIP ABOUT THE TEACHING PROFESSION

By Harold "Sandy" Wilner

Hats off to industrious Principal Harvey Higgle, of Birchwood Junior High, who is augmenting his income with a clever use of his inter-classroom public address system. Harv personally conducts a swinging 9 A.M. to 3 P.M. disc jockey show of rock 'n' roll records and witty patter—even during exams. He's fully sponsored by local candy stores, ice cream parlors, saloons, burlesque houses, and other business establishments with messages of importance for today's school-age youngsters . . . Bad news for Ruth Bleaker, Third Grade Teacher at P.S. 131. Her parents refused to give her permission to marry one of her pupils. They feel that 31-year-old Donny Thyson is a bit too old for her. Better luck next time, Ruthie . . . Good news for the Henry Peskins in the person of a brand new 7-pound bouncing baby boy. Henry teaches math at the Jack Holt Memorial High School in Beverly Hills. His wife is a former Kindergarten Teacher, who used to conduct the 2 A.M. to Dawn session at the slightly overcrowded P.S. 6.

Best wishes to P.S. 193's Irma Brechwold, who will celebrate her 70th year as a teacher next month. 92-year old Irma, who tried to retire several times in the past but was asked to stay on by school authorities because younger teachers refuse to work for \$38 a week, will celebrate the day quietly. Only the immediate family will be present at a small party given in her honor, including her mother, P.S. 193 teacher Maude Brechwold. Reba Brechwold, Irma's grandmother, who sprained her ankle while teaching gym at P.S. 193 last week, will not be able to attend.

Memo to the ridiculously spoiled students at the suburban Arthur Fingerhut School: Free bus service has now been extended to include all pupils who live more than 10 feet from the school. Previously, only pupils who lived 20 feet or more from the school could ride. And now for some bad news, kids: Since your whole school is on one level, the city has turned down your request to install escalators in the building... The City Planning Commission of Finnque, Illinois, has just given the green light for a new 4,500 housing unit development to be constructed within a three-block radius of P.S. 238. Naturally, no new school will be built in the area, so P.S. 238 will be a trifle more overcrowded. To make room for the added influx of pupils, all teachers will be asked to stay home on school days.

In the educational battle for survival between the West and Russia, this column has always spoken out strongly for encouraging brilliant students who show promise and are well-advanced for their age. Which is why we were so excited by the card we just received from teacher Herman Fiffnik. Herman tells us that every pupil in his First Grade class speaks flawless French. However, upon investigation, we found out there's a slight catch here. French is the *only* language they speak. Herman teaches in Bordeaux, France. (Can't you ever be serious, Herm?)

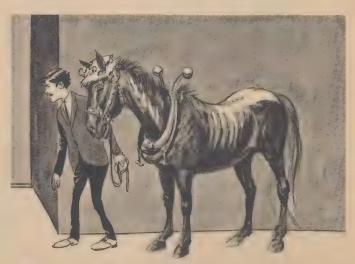
Our condolences to the family of heroic Irving Doren, who taught Science at the brand new Richard M. Nixon Junior High School (which was involved in building graft and collapsed last week due to faulty construction). When he noticed that his room was sinking below the basement, Doren allowed his students to abandon class, but he refused to leave his desk. It isn't very often that a teacher is courageous enough to go down with his classroom. We will never forget you, Irv . . . Worried because your students act like a bunch of dolts whenever a Superintendent or Principal drops in unexpectedly to sit in on one of your classes? Here are some excellent questions, submitted by Ninth Grade Teacher Harold Opp, which you can ask safely: "How much is two and two?", "Spell cat!", "Who would like to demonstrate 'breathing' for today's 'Show and Tell'?", "Which of these famous men discovered the Hudson River: (a) Henry Hudson (b) Seymour M. Dopplefinger (c) Paul Anka?" Contributor Opp promises to send along the answers in time for next month's column.

Best of luck to Fifth Grade Teacher Victor Emster, of P.S. 49. He's taking the "Big Step" with his childhood sweetheart, Miriam Troy. The couple will live at the home of Miriam's parents until Victor decides what he wants to do for a living . . . We hear that thousands of letters are pouring into Washington every day, congratulating all the Congressmen who have been successfully fighting Federal Aid to Education. The only trouble is, they're all from Nikita Khrushchev.

Will some of Harry Carruther's friends at City College please do something about helping him to get rid of the terrible inferiority complex he's recently developed? It just isn't dignified for a respectable College Professor to wear one of those idiotic false-nose-and-eye-glasses disguises whenever he goes in to pay his rent. Even though Harry did discover that the new landlord of the 57 story apartment building he lives in is Seymour Gribble, whom Harry flunked in Business Administration two years ago.



Congrats to the Fire Department. They finally freed Mrs. Sophie Zelk, who got stuck in one of those tiny writing chairs she was forced to sit on while visiting her son's Second Grade class during Open School Night in Oct. 1959.



Student Frank Pock, voted "Boldest Exam Cheater for '63", is shown here entering a room to take his final exam in "Anatomy of the Horse". At the other end of the rope is the nerviest crib sheet Frank ever smuggled into class.

THE EVOLUTION OF THE U.S. TEACHER

A look at how the American Teacher has developed (or to use a better word-deteriorated) over the past century

100 YEARS AGO

Back in 1863, the American Teacher was an unbending figure of authority. He was big and strong, with a large, sinister-looking mustache. His students hated and feared him. But they respected him. His teaching methods were strictly hit or miss. Either he'd hit the pupil — or he'd miss him when he cracked his large whip. But even when he missed, the wind burns that resulted were extremely painful. Life was rough for students in those days, and many of them used to run away . . . down South, in hopes of becoming slaves and living easier lives.



The Rese a The All steeth

50 YEARS AGO

In 1913, the American Teacher was still a rigid figure of authority, but he wasn't quite as big and strong as his predecessor, and not everybody feared him. For example, heavyweight champion Jack Johnson didn't fear him. (We can't think of anyone else!) He was a lot more liberal in his teaching methods. He abandoned the whip. Instead, his students were taught to the tune of a hickory stick. (We know it doesn't make much sense when you say it, but when you sing it, it sounds great!) Life was still rough for students, and many of them used to quit school to work in factories for 18 hours a day, which was more tolerable.

25 YEARS AGO

In 1938, the Female Teacher came into her own. She was anywhere from 25 to 65 years of age (but she always looked over 100!) She was a lot bigger and stronger than her predecessor, and a little bit uglier. But being students under her was a breeze. She rarely hit them with anything larger than a ruler, and in six months time, students never even felt it any more. But she was still feared and respected, just as if she were a man. And that's because most of her pupils weren't absolutely sure she wasn't!



GC ZLING SD TCB44 TCB44

TODAY

Today, the American Teacher is like a lost chicken wandering across a road, trying to get to the other side. In other words, he is a joke! No one hates him, no one fears him, and no one respects him. They merely tolerate him. Like a cold. He would never dream of belting a pupil with a whip or a hickory stick or a ruler. He has used his fists, though — but only in self defense. However, there are classrooms in the U.S. that are controlled by unbending figures of authority who are big and strong with sinister-looking mustaches whom everybody hates and fears but respects. The trouble is, they're not Teachers . . . they're pupils!

DON MARTIN DEPT. PART V

INA MEN'S HABERDASHERY















O.MARTIN



367 angry workers yell, "Next year-watch out!"

That's right! Next year, old man Buluva better not try giving each of us another watch for a Christmas bonus! Nosirree! That's out! O-U-T!

Besides, how many watches can one person use? We been getting these crummy watches as bonuses every Christmas for the last seventeen years!

And what's the big deal, anyway? We can always pick one up for eight or ten bucks, using our 40% employee's discount, if we wanted to pay for one which would be pretty ridiculous, considering how easy it is to swipe one off the conveyer belt and slip it into a pocket for free!!

So listen good, all you crumbs up in them executive

offices: Next year, the "Christmas Bonus Watch" is out! O-U-T! We want cold cash - or we go out! O-U-T! On strike, that is! Just try it and see!

We're sick of

bonus watches from BULUVA 'Never again!"—says

our Union President





You think you're alone on the highway. Now to test that premium gas you've been paying so much for. You push the pedal to the floor—and then you hear the siren. "Where's the Fire, Chief?" sneers the Trooper. And as he writes your ticket, you realize that having "the nearest thing to perfect gasoline" is pretty ridiculous when speed limits won't let you use it!

Trust your car will be stopped by the man who wears the star

